

# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture  
Chief Exponent Of The American Nursery Trade



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Monthly by the American Fruits Publishing Company, Inc.



Vol. XXXI

ROCHESTER, N. Y., FEBRUARY, 1920

No. 2

## Painesville Nurseries

"MISERY likes company"—so we are also present. Isn't it tough' to open your mail every day and find inquiries and orders,—big orders at fancy prices,—for stuff you know you haven't got and can't get?

Fruit, Small-fruit and Roses, — they're the worst. Remember when we all had lots of them, and they were a "drug on the market?"

Our only consolation is that we are all in the same fix.

Of course, every nurseryman is doing a powerful lot of thinking,—and the NEXT YEAR will no doubt take care of itself.



THIS Nursery is pretty well fixed in the matter of Ornamental stock. As you know, we grow about everything needed in Trees, Shrubs and Perennials; and although the past year's sales have been quite heavy, we are in fairly good shape to handle whatever business comes our way the coming season.

We surely will appreciate opportunity to supply your requirements in these lines, and—do not hesitate to inquire for what you need in the lines which are short. We MIGHT be able to fix you up with just the variety and number needed. Come early.

## The Storrs & Harrison Company

Established

1854

NURSERYMEN

FLORISTS

SEEDSMEN

45 Greenhouses

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1200 Acres

# A Complete Variety List

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**ORNAMENTALS, FRUITS, EVERGREENS  
ROSES**

**CLEMATIS and HERBACEOUS PLANTS**

FOR

**NURSEYMEN ORCHARDISTS  
DEALERS GARDENERS  
LANDSCAPE ARCHITECTS**

Lowest Prices Consistent With Quality

Our office and nurseries are situated on  
the Rochester and Eastern R. R. only  
one and one-half hours from Rochester.

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THE GENEVA NURSERY

1000 Acres GENEVA, N. Y. 73 Years

We are subscribers to the Nurserymen's  
Market Development Fund.

# SURPLUS STOCK

- 100 Allanthus, 1½ to 2 inches.
- 1000 White Ash, 6-8 ft., 8-10 ft., 10-12 ft., 1½-2 in. 2-2½ inch
- 140 Box Elder, 10-12 ft., 1½-2 inch.
- 12000 Elms, 10-12 ft., 1½-2 inch, 2-2½ inch, 2½-3 inch.
- 120 Linden, 10-12 ft.
- 12000 Norway Maples, 1½-2 inch, 2-2½ inch, 2½-3 inch, 3-3½ inch, 3½-4 inch.
- 300 Schwedleri Maple, 2½-3 inch, 3-3½ inch, 3½-4 inch.
- 5000 Soft Maple, 6-8 ft., 8-10 ft., 10-12 ft., 1½-2 inch.
- 800 Lombardy Poplar, 6-8 ft., 8-10 ft., 10-12 ft., 2-2½ inch, 2½-3 inch.
- 200 Tulip Tree, 1½-2 inch, 2-2½ inch.
- 150 Weeping Willow, all sizes up to 3 inch.
- 150 Erect Willow, all sizes up to 2 inch.
- 1500 Viburnum Opulus, 3-4 ft., 4-5 ft.
- 2500 Viburnum Sterilis, 2-3 ft., 3-4 ft., 4-5 ft.
- 500 Deutzia Crenata, 2-3 ft.
- 400 Deutzia Candidissima, 2-3 ft.
- 3000 Deutzia Pride of Rochester, 2-3 ft., 3-4 ft., 4-5 ft.
- 5000 Lilac Purple, 2-3 ft., 3-4 ft.
- 1000 Lilac White, 2-3 ft.
- 1200 Philadelphus, Grandiflora, 3-4 ft., 4-5 ft., 5-6 ft.
- 500 Philadelphus Falconeri, 3-4 ft., 4-5 ft.
- 900 Golden Elder, 2-3 ft., 3-4 ft., 4-5 ft.
- 1600 Spirea Billardi, 2-3 ft., 3-4 ft.
- 1200 Spirea Collosa Alba, 10-12 inch.
- 400 Spirea Reevesi, 2-3 ft.
- 2000 Spirea Thunbergi, 2-3 ft.
- 4000 Snowberry, 2-3 ft., 3-4 ft.
- 3500 Indian Currant, 2-3 ft., 3-4 ft.
- 1500 Spirea Salicifolia, 2-3 ft., 3-4 ft.

**C. M. HOBBS & SONS**

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IND.

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OFFER A VERY COMPLETE LIST OF  
**Ornamental Trees, Shrubs, Ever-  
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A LIMITED STOCK OF  
**FOREST TREE SEEDLINGS**

and would advise placing orders early for seedlings. Forest  
Tree Seeds in limited supply. Prices quoted on application.  
Trade list ready.

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# Princeton Products

are

# Ornamental

Trees, Shrubs and Evergreens of high  
grade for the wholesale trade

# Princeton Nurseries

Princeton in New Jersey

February first

1920

# The Monroe Nursery

Established 1847

Offers a fine stock of

**Cuthbert Raspberries  
Spirea Van Houtte  
Other Ornamental Shrubs**

Will be pleased to quote on your list of wants

**I. E. ILGENFRITZ' SONS CO.**

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We are subscribers to the Nurserymen's  
Market Development Fund.

# SURPLUS

California Privet, 3 to 4, 4 to 5 and 5 to 6 ft.  
Hemlock Spruce in sizes 3 to 6 ft.

**Oriental Planes English Beech  
Lombardy Poplars American,  
European and Silver Lindens, Pin Oaks,  
Red Oaks, White Dogwoods, Salisburias,  
Norway, Silver, Sycamore and Sugar Maples.**

We have a quantity of large Shrubbery and a good  
assortment of Shade Trees, in large sizes from  
3 to 6 inch caliper.

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This book is designed to help you by helping your customers. It explains the art of pruning in everyday language, and illustrates the principal points. It tells how, when and where to prune for vigorous and healthy growth. It's clear and concise.

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We've a selling plan that will pay you big. A co-operative plan whereby The Little Pruning Book reaches your customers through you, at an ultimate profit to yourself. It is selling at 50c. in bookstores.

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Cleveland, Ohio.

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# PEXTO

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### Complete Stock of **YOUNG EVERGREENS**

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**Trees, Shrubs and Vines**  
for lining out

Write for Wholesale Price List.

**THE D. HILL NURSERY CO., Inc.**  
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Largest Growers in America. Box 402

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Oak Brand Shrubs  
American Pedigree Cannas

The **CONARD** ★ **WEST GROVE,**  
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I plan to produce a superior quality during the coming year. Due announcement will be made when stock is ready.

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### **EVERGREENS**

SEEDLINGS and TRANSPLANTS  
FOR LINING OUT

WRITE FOR OUR PRICE LIST

**THE NORTH-EASTERN FORESTRY CO.**  
"WE GROW OUR OWN TREES."

CHESHIRE, - - - CONN.

### **ORNAMENTAL LINING OUT STOCK**

There will be a shortage of lining out stock for the spring of 1920  
Place your orders early.

**Onarga Nursery Company**

CULTRA BROS., Mgrs. Onarga, Illinois

### Are You On

to the fact that if the people of America are to have and enjoy choice trees, plants and bulbs, YOU and the rest of us will have to produce them? For as sure as you are alive "Quarantine 37" is a fact. We are strictly wholesale growers of Lining Out Stock for Nurserymen and Florists. We have good stocks. Get our trade list at once.

ATLANTIC NURSERY CO., Berlin, Maryland, U. S. A.

WANTED: Tree Seeds of all kinds

### **SHRUBS - - TREES**

A General Line of Ornamentals.

**YOUNG STOCK**—For Nursery Planting

We were among the first to produce our own goods. We are making young plants for others—why not for you?

Grown Right—Dug Right—Packed Right

**AURORA NURSERIES**  
AURORA, ILL.

Lining Out Stock for the Trade  
Shrubbery, Tree Seedlings, Evergreens,  
Small Fruits, Ornamental Vines, Etc.  
**Seedlings, Transplants, Layers & Cuttings**

Some of the items we specialize in are  
Hydrangeas, Snowballs, Irish Junipers, Norway  
Spruce and native tree Seedlings

Send for our complete list of stock and prices.  
Mailed free to the trade on request.

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Wholesale Nurserymen  
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WE GROW EVERGREEN SEEDLINGS

Evergreens from Cuttings Under Glass  
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**The Sherman Nursery Co.**

E. M. SHERMAN, President  
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Complete collection of Choicest Evergreens.

Complete collection of Broad-leaved Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

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Hardy Herbaceous Plants.

Hybrid Tea Roses, Bush and Tree Form.

Careful Inspection Invited.

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### **Boxwood**

for lining out

Boxwood sempervirens salicifolia and arborescens, 4 to 6 in. at 34c each; 6 to 8 in. at 44c each. Packed free for cash with order, otherwise packing additional.

After digging and filling orders on hand we may find we can supply some Arborvitae and Retinospora. If interested in these have us place you on the mailing list for spring bulletin.

Write for list of Peonies and Irises.

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The Sarcoxie Nurseries  
SARCOXIE, MO.

### **.. EVERGREENS ..**

Thuyas Biotas Junipers  
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We grow the above from cuttings and can supply either the small plants suitable for bedding or transplanted plants ready to plant directly into nursery rows.

**M. L. CARR'S SONS,** Yellow Springs, Ohio

**THE GROWING OF  
Small Evergreens  
FOR LINING OUT  
One of Our Specialties**

**F. & F. NURSERIES**

SPRINGFIELD, N. J.  
236 Acres Established 1882

Best Young Trees For Nurserymen  
FROM

Little Tree Farms, - at Framingham, Mass

We have millions of growing Evergreens and Deciduous trees,  
Complete in grades and sizes, to select from.

Write for Wholesale Price List of  
Seedlings and Transplants of Firs, Junipers, Arborvites, Pines, Spruces, Maples, Ash, Oaks, Lindens, Elms, etc.

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15 Beacon Street, BOSTON, MASS.

ESTABLISHED 1866

**Naperville Nurseries**

GROWERS OF

**Trees, Shrubs, Perennials, etc.**

Let us have your inquiries for  
Lining Out Stock

NAPERVILLE, ILLINOIS.

Bell Phone 83-W

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW  
FOR THE COMING ACTIVE MONTHS

In **The American Nurseryman** Chief Exponent of the  
American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade. See Schedule of Information on last page of this issue. Ought your two-inch card to be standing regularly in the "Directory of American Plant Propagators," as on this page. \$4.00 per mo. for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.



## AMERICAN NURSERYMAN--February, 1920

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.10 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$1.50 a year; to Canada or abroad for \$2.00 a year. Add ten cents unless bank draft, postal or express money order is used. Three years, \$3.50 in U. S.

RALPH T. OLCOTT  
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC. 39 State Street, Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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THE  
PREFERRED  
STOCK



THE  
PREFERRED  
STOCK

## QUALITY & QUANTITY

**WE HAVE THEM BOTH  
ASK FOR OUR LISTS**

We issue bulletins regularly through the Spring season—and in fact have just published Number 3. It is part of our service to try to keep our customers informed concerning our supplies. Our price lists quote:

**PREFERRED STOCK  
PREFERRED GRADING  
PREFERRED PACKING**

and our service includes  
**QUICK ACTION**  
in answering inquiries and taking care of orders.

*Are you on our mailing list?*

# Jackson & Perkins Company,

**NEWARK, NEW YORK**

THE  
PREFERRED  
STOCK

THE  
PREFERRED  
STOCK

## Our Surplus List

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**Blackberries**  
**Dewberries**  
**Shrubs and Shade Trees in carload lots**

**Lining Out Stock and**  
**Perennials**

We would be pleased to quote you on your Want List

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## ONARGA NURSERY COMPANY

**CULTRA BROS, Mgrs.      ONARGA, ILLINOIS**

## SPRING 1920

**California Privet**—2 and 3 year, strong plants, well branched, 3 to 4 ft., 2 to 3 ft., 18 to 24 in., by the carload.

**Shade Trees**—Oriental Planes, Pin and Willow Oaks, Sugar and Norway Maples, Maiden Hair, Lombardy Poplars, etc.

**Fruit Trees**—Only a few odds and ends left in 2 year olds. Also, several hundred transplanted apple, 3 years, not as smooth as younger trees, but good stock.

**Kieffer Pears**—4 year extra heavy, 1 1/2 inch, 10 feet.

**Peach and Plum**—All sold, expect a fine lot in fall 1920

*Send us your surplus list.*

## FRANKLIN DAVIS NURSERIES, Inc.

**Joseph Davis, General Manager.      BALTIMORE, MD.**

## “MIDLAND” NURSERIES

**PARMENTIER & VAN NOPPEN  
NAARDEN—HOLLAND**

Member "Holland Plant Exporters' Association."

We specially grow:

**FRUIT TREES and ROSES STOCKS. DWARF and  
STANDARD ROSES on CANINA.**

### FRUIT TREES

*For Prices and Quantums apply to us*

REGISTERED CABLE ADDRESS: "MIDLAND," "NAARDEN"

## W. T. HOOD & CO.

### Old Dominion Nurseries

**RICHMOND, VA.**

Apple, 2 year, fine Ben Davis, Black Ben Davis, Gano, Delicious, Lowry, Rome Beauty. Shade trees Extra Fine; straight bodies and extra rooted; one to two and one-half inches. Norway, Silver and Sugar Maple, Pin and Red Oak. Evergreens—Norway and Hemlock Spruce. Deodar Cedars, Irish Junipers, California Privet, 2, 3, and 4 year. Sugar Maple Seedlings, six inches to ten feet.

*Write us for prices.*



**Landscape Producers**  
Designers and Makers of  
Gardens and Parks

## It Will Pay You to Enlist Our Services

We are experienced landscape craftsmen, growing, in our own extensive nursery, large evergreens, trees, shrubs, and hardy flowers for making any type of Boulevard, Park or Garden.

Nurserymen, Florists and Gardeners observing a need of landscape or garden service are asked to put us in touch with principals interested. We deal only direct with owners and civic corporations, but will award a commission to you for each contract secured through your co-operation.

Trained experts will be sent to inspect, advise and estimate, upon payment of traveling expenses.

*Correspondence Invited—Literature on Request*

## SWAIN NELSON & SONS COMPANY

881 Marquette Bldg., Chicago



# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

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ROCHESTER N. Y., FEBRUARY, 1920

No. 2

### Trade Topics Handled Straight From the Shoulder

**Business-like Address by President Earl Needham at the Annual Convention of the Western Association of Nurserymen, Kansas City, Jan. 28, 1920--Good Stuff For Members of the Trade All Over the Country to Commit To Memory--Read It Three Times, Anyway!--They Are Our Sentiments.**

Gentlemen of the Western Association of Nurserymen:

Each one of us came here today for profit. The 30th Annual Meeting of the Western Association of Nurserymen will be better than those of former years, or not so good, more profitable, or less so to each of us, depending entirely upon our action during the next few hours and tomorrow. If you don't like what is said or done, say so now! Possibly a mistake is about to be made and your judgment is now very much needed. If the thing you think should be said or done is left unsaid, or undone, speak up! Whose meeting is this, anyhow? It's your advice we want--that is what we came for.

Your Committees have been at work for your best interests as will be shown by their reports.

The Program Committee has arranged a program that I believe will prove of unusual interest, but not of interest alone. It will doubtless be of help to each nurseryman whether producer or distributor. The papers on trade relations will open up avenues where each branch of the industry may appreciate more fully than ever before its obligations to the others.

#### Local Organization

Most of us belong to the "Mother of Nurserymen," the American Association of Nurserymen, at least each one of us should. While the A. A. of N. is best able to attend to some features of our business, it is nevertheless important that local or district organizations be maintained.

Nurserymen should become identified by attendance as well as by payment of dues to their State Horticultural societies. Really it is a pleasant surprise to some members of these societies to find that nurserymen wear no horns and look and act like other honest merchantmen.

Through the State Horticultural Societies and State Nurserymen's Association, much good and constructive state legislation can be started on its way. It will stand us well in hand, I think, during the next few years to take the initiative in the matter of legislation and see that our policy be a positive rather than a negative one.

If one-half as much effort as well as money had been spent in a positive program starting desirable legislation, as has been devoted to killing undesirable legislation, our business today would be on a far more satisfactory basis. The desirable, progressive, legislation we most need is to be had through the State rather than the Federal laws. The vital importance of strong local Nurserymen's Organizations and Horticultural Societies in which the influence of nurserymen is felt is, therefore, readily appreciated.

#### Proposed Appropriation

Your attention will be called to the work of the American Association of Nurserymen before the House Committee on Agriculture in endeavoring to secure appropriations for the work proposed in the former Gould Bill and also for a crop report furnishing information as to the amount and size of nursery stock throughout the United States.

The former we should have at once in view of the attitude of the Bureau of Plant Industry towards Quarantine 37 and without any doubt we are entitled to the crop report.

An action of this body properly expressed to Hon. Gilbert Haugen, Chairman of the House Committee on Agriculture, may prove

of considerable assistance in securing these two very desirable appropriations.

#### Business Methods

During these times when it is so difficult to secure many varieties, there is a good deal heard about stock being untrue to label. I am somewhat surprised that an old practice of mis-labelling is not so dead as many of us had supposed. This practice is more likely to prevail among nurserymen who do not take the advantage of the benefits to be derived from membership in the different Associations now open to them. Therefore, it is quite apparent that one of the activities of an organized association must be the raising of the standard of business ethics of non-members as well as that of members.

Not one of us would buy an automatic revolver for our young son to play with. We would protect him and ourselves by keeping that dangerous thing out of his hands, nor would we sell such a revolver to our neighbor so that he could give it to his small son for a toy. We would do all we could to prevent that. Are we then going to sell to the tree dealer our surplus M. B. Twig when we have good reason to believe he will not hesitate to label them Delicious? Is our business any safer and does the nursery business suffer less when it is the tree dealer instead of ourselves who sell M. B. Twig for Delicious?

The members of the W. A. of N. should not, and I believe do not, need any caution about their own labels, but we all need to be careful that we do not become a party to the offense, by permitting the other fellow to sell our surplus under a wrong label. Care, more than that which evidently has been given this matter in the past, must be exercised or else we shall get some very drastic legislation, which our rather loose methods now invite.

#### Vigilance Committee

Special interest by many nurserymen is shown regarding the work of the Vigilance Committee. This Committee rightfully assumes the position of a Clearing House, or a place where complaints can be properly lodged against any unethical practices of those connected directly, or indirectly with our industry. It is hardly fair to assume that this committee should itself secure the information necessary to make its work effective. This burden is upon our shoulders individually. Practices which are unfair to the trade when called to the attention of those guilty are frequently discontinued, regardless of the fact whether they hold membership in this, or any other Association. The moral effect of an action of an Association is far greater than many may at first suppose it to be.

When such unethical practices are not discontinued it is well within the power of the different organizations of the nursery business to bring considerable pressure to bear, so that in the end, fair and honorable practices may prevail in order that the nursery business may be maintained on the real high, broad plane it deserves.

#### Quarantine

I shall have but little to say on quarantine 37. Unfortunately nurserymen are not of one opinion regarding this order, but the way things are now developing it begins to look as though before long we will all know where we stand on this matter.

In a hearing before the house committee on Agriculture this month, I am advised

that Dr. Taylor, Chief of Bureau of Plant Industry, made a statement to the effect that it was the plan to eventually cut out importation of all plant material. Users of Mahaleb and other imported seedlings will then more fully feel the effects of quarantine 37.

There is at this very time a hearing being conducted by the Horticultural Board regarding a proposed quarantine prohibiting the shipment from a certain part of New Jersey, of all nursery stock, farm produce and etc., to any point outside of that state. It is more than probable that this proposed quarantine will become effective, for the history of these hearings would indicate that they are merely to conform with the law and that always the proposed quarantine, with only one exception, has been adopted.

If this quarantine becomes effective, one of our leading nurserymen will be hit hard. True, his place is far away but how long will it be before we may expect similar quarantines here in the Middle West? Why should we assume we are immune from such orders? Are we willing to be confined in our business to our own state borders? There are some men, and they are ones of influence and authority, who now believe that such a plan is the proper one to follow in order to most effectively combat insect pests, etc.

One significant thing about this late proposed quarantine, is that it strikes at the farmers. The farmers are close together, not 50 to 100 miles apart like us, and enough blows by this board directed towards the farm interests may have a strong tendency to eventually curtail its power.

As you know, the Federal Horticultural Board sits as Judge, Jury, Prosecuting Attorney and Warden of the Penal Institution. They are the whole show. They do not travel around to hold their hearings in the districts effected, but require the dissenting voices to come to them at Washington. This is surely unfair and prevents many from making the necessary efforts to secure their rights.

An opportunity presents itself to the legislative committee of the American Association of Nurserymen to take some possible action along lines that will bring about a re-organization of this Federal Horticultural Board, wherein the nursery interest may have proper representation and hearings may be held within the effected districts.

Your attention is called to the advisability of presenting a proper resolution to the American Association of Nurserymen, urging its Legislative Committee to go into these questions and pledging ourselves to assist them in any possible manner.

#### Market Development

Market Development is an activity of the American Association, still it is a matter of vital importance to every nurseryman, especially ourselves. There has been some criticism offered, that Market Development has not so far meant anything to the nurserymen this year. Quite true. It is also suggested that with stock so scarce that there is none for sale, there is no need for Market Development now. But, is it true there is no stock for sale? Most retailers have a large quantity of stock on hand unsold which they hope to sell between now

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## PUTTING OUR HOUSE IN ORDER PREPARATORY FOR THE MARKET DEVELOPMENT CAMPAIGN

Address by George Parker, Fayetteville, Ark., at Western Association of Nurserymen, Kansas City, Mo., January 28, 1918

**T**HE subject of "Putting Our House In Order" on which I have been asked to prepare a paper is one that has received more attention and more discussion at Nurserymen's Conventions the past several years than most any other subject. The best thing that could happen to our Nurserymen's associations would be to forget and forbid any reference to or discussion of this and similar subjects.

I am very sorry that the committee did not assign me the subject of "Making a market development campaign presentable for a house that is in order" in place of "Putting our house in order preparatory for the Market Development Campaign."

"You may succeed when others do not believe in you, when everybody else denounces you even, but NEVER when you do not believe in yourself." I want to make my position clear. I do not wish to be misunderstood, and I believe that most Nurserymen will agree with me that ninety-nine per cent of the accusations against and criticisms of our business are unwarranted, exaggerated, and unjustified; that fully ninety per cent of the people who plant our stock do not give it proper attention.

I have confidence in the members of this association. I have confidence in the members of the American Association of Nurserymen. I have confidence in the established Nurseries who have investments in the equipments for handling the nursery business. I believe that the members of this association are progressive business men. One evidence they belong to the association. Our success is commensurate with, and our growth measured by the service that we are able to render the public and the satisfaction we give our customers. No established nursery who have investments in the business, will dare run the risk and hazards and take chances on the consequences of an unscrupulous business, for, in no other business, are they so great. You will find them all striving, whatever may be their faults, toward better and more efficient methods, trying to improve the quality of their products and to satisfy their customers. For, the very nature of the business makes it so that success otherwise is impossible.

M. G. Kains, one of the leading horticulturists of the U. S. and an authority on this subject said: "Long experience and wide observation prompt me to say that the Nurseryman is the backbone of the stock he sells; and that the number of upright Nurserymen is legion. I have a considerable acquaintance among nurserymen, but I don't know one whose reputation for square dealing I can call in question. In all my dealings with nurseries I have invariably been well treated. This statement I make in simple justice to a maligned body of men the nature of whose business I know from personal contact to be peculiarly exacting, liable to carping criticism and to whose splendid work the whole continent owes a debt of gratitude which can never be repaid, for the introduction and dissemination of new and superior as well as staple fruits and ornamental plants." You will find that the majority of other careful and intelligent buyers of nursery stock will agree with Mr. Kains.

Our paths are not always strewn with flowers. We have been abused by the dishonest and unscrupulous planter, by nefarious, unjust and prejudiced court decisions, and by obnoxious, unreasonable and burdensome legislation.

There is one thing that we know and the public must be told of, that to handle nursery stock is different from any other line of merchandise. We have only a limited time in which to handle a large volume of business. Before we are too critical of the services rendered by nurserymen we should take into consideration circumstances and conditions often over which they have no control, such as weather conditions, railroad delays and many other things. So much is dependent on the care given trees and plants. So much is dependent on the proper planting, the fertility of the soil, the pruning, the spraying and the cultivation. Many of the complaints are caused by the planter neglecting some of these important

details necessary for the success of the stock planted.

Will our house be put in order and market development be increased by a line of publicity that will demoralize and disintegrate the American Association of Nurserymen; that will cheapen prices and that will tend to lower rather than raise the high standards we have reached and desire to maintain? I wish to say emphatically NO. I take it for granted and believe it to be a fact that the body of men who belong to the Nurserymen's association are just as reliable, honorable, and as anxious to give a square deal as the Cement Manufacturers, the Building Material Manufacturers, the Florists, the National Fertilizers' Association, the Coffee trade or the Southern Pine Association, or any other class of business men.

Then, the plan for "Putting our house in order" for the market development campaign is co-operative advertising of the established nurseries. Sales pre-suppose confidence, and desire on the part of the purchaser. The ultimate aim of all advertising is to make sales and profit for the advertiser but before you can make sales confidence must be established. Thus it is as necessary to direct advertising toward a basic foundation as it is to direct solicitation of sales.

A study of the various national co-operative advertising campaigns and industries akin to the nursery industry shows conclusively that such advertising has put their house in order and has gained for them permanent and profitable results not only to the associations and industries as a whole but especially to each individual member.

Co-operative advertising by nurserymen would remedy many of their troubles because many of these troubles no doubt are caused by the public not being properly informed.

I quote the following from an editorial that appeared in the December number of the American Nurseryman: "In our opinion nurserymen do not stress sufficiently in their own mind the importance or the dignity of their vocation." We talk about ourselves and each other, permit the public and the press to disparage and stigmatize us without resentment but do we say enough and is there enough said about the good deeds and the work we are doing?

Picture a house—we could not well call it a home—bare of flowers, shrubs and shade trees. The picture is one of cold desolation.

Then picture that same house—a home now—with flower gardens, blooming shrubbery, the beautiful foliage of carefully selected trees. You have changed the picture to one of warmth, beauty and living delight. One of the good deeds of a nurseryman.

It seems that there must exist somewhere a "House that is in order," a very fine house. One that it has taken years of hard labor to build, a magnificent structure, the furnishings complete, the furniture well arranged, the color scheme well carried out, and the pictures on the wall artistically hung.

Very few people know of this house and they are now demanding that we tell them where it can be found. It is our duty to tell them of this house and to throw back the curtains and let the light of publicity enter therein and show up its beauty and purify the air and there will be seen with delight a "House that is in order."

Certainly it seems that Nurserymen have products that appeal to the great majority. Does the average home owner, especially in the city, realize the value of an apple, cherry, plum or pear tree in the back yard? Not many, surely. Yet advertising would bring out that suggestion and give the impulse to plant fruit trees.

They also have a great organization composed of established nurseries who are responsible financially and otherwise and are in a position to give satisfactory service to the planters of nursery products. Yet the great majority may not know it. They must be told. They must be educated, informed.

There is more necessity, more urgent demand, and a greater opportunity for the advertising of an association of established nurseries than of any other business that can be thought of. You go to the lumber yard to buy some two by fours for your packing house, or lumber for tree boxes, or to build a house. You can easily judge for yourself as to the quality of this lumber. It is immaterial to you whether the company has been in business one day or is going out of business tomorrow. Not so with nursery stock where the quality can not be told for several years.

It is just as important that we keep our house in order as it is that it should be put in order. There is no doubt that a co-operative advertising campaign would prove lastingly beneficial as well as profitable to members of the American Association of Nurserymen and would keep our house in order by performing the following functions:

First, by creating needful appreciation and instilling confidence.

By giving wide spread information regarding nursery stock and its value.

By creating a desire for our products.

By increasing sales.

Gentlemen, I repeat it gives me great pleasure to say that I believe our house is in order; that we are ready, willing, and can safely guarantee to the public a square deal from any member of our association.

The feast is spread and everything is in readiness for us to enjoy the great business that will come into our hands through a campaign of co-operative advertising. I do not like to revert to the subject or to even think of it that there might be those in the association whose methods are not up to the high standards that have been reached and attained through years of growth but should there be, as the showers from Heaven that increase the flow of water in the streams and cause the stagnant pools to be purified so will a campaign of co-operative advertising that will bring us closer together and make us realize more fully that "United we stand, divided we fall" will help us keep our house in order and purify and cleanse and bring in line any brother nurseryman whose methods might not be up to what is desired.

### New England Nurserymen

The program for the ninth annual meeting of the New England Nurserymen's Association, at the American House, Boston, Mass., Jan. 27-28, included: "What Can We Import—and How?" by Winthrop H. Thurlow, West Newbury, Mass.; "Standardization of Prices," by Harlan P. Kelsey, Salem, Mass.; "The Labor Problem," by John R. Barnes, Yalesville, Conn.; "New England Plants for New England Gardens," Kenneth Gillett, Southwick, Mass.; "The Fruit Tree Situation," by Paul Stark, Louisiana, Mo.; "The European Corn Borer," by D. J. Caffery, in charge of federal corn borer investigation; "Message from the American Association of Nurserymen," by President J. Edward Moon; "Market Development," by Ernest F. Coe, New Haven, Conn.; "What's New in the Garden," E. B. Farrington, Boston, Mass.

The officers of the association are: C. R. Burr, Manchester, Conn., president; Charles Adams, Springfield, Mass., vice-president; R. M. Wyman, Framingham, Mass., secretary; V. A. Vanicek, Newport, R. I., treasurer.

**Tennessee Fruits**—At the meeting of the Georgia State Horticultural Society held at Cornelia, Ga., Tennessee fruits attracted attention and caught many compliments for the Tennessee society. The display consisted of apples, peaches, pears, grapes and vegetables.

One bunch of Ellen Scott grapes weighing over a pound was claimed by many to have been the largest and most nearly perfect of any they had ever seen grown in the open. This bunch was grown by L. B. Hatcher of Chattanooga, Tenn., who has made quite a success in growing grapes and testing varieties for his locality. He says the Ellen Scott is one of the best and is thoroughly adaptable to East Tennessee. Mr. Jefferson Nicely of Knoxville, Tenn., contributed some nice baskets of Niagara and Concord grapes, also some Elberta and J. H. Hale peaches that were fine and attracted much attention.

## Trade Topics

(Continued from page 27)

and April first; but Market Development won't help very much in selling any of that stock.

Market Development is looking towards the future and when the nurserymen appear with large stocks there will be no time in which to develop a market to absorb them. The time to dig bait is before you go fishing.

The Market Development Committee was convened this month by President Moon and under the chairmanship of O. J. Howard of Pomona, N. C., and decided upon a plan of activity for the next few months. This plan is broad enough to meet the requirements of most nurserymen and will be fully explained to you by Secretary Watson.

We have a duty to ourselves, to our local organization, to our parent organization and the welfare of this industry, to hold steady, remain firm, and try out the policy of those we have placed in charge of our affairs and to give this new advance plan of our organization a thorough trial, giving it all the help within our power, that the work which has been started may be put over in a big, broad, constructive manner.

I, therefore, urge upon you the desirability of endorsing the action of the Market Development Committee of the American Association of Nurserymen by proper resolution to be sent to the officers of the American Association of Nurserymen and published in the trade papers.

### Trade Relations

The nursery industry of today is one of specialists. No longer does the nurseryman take his customer through his plant and assemble his purchases as he goes along. System has now taken the place of this haphazard method. No longer does the average nurseryman boast truthfully that "I grow all the stock I sell." Specialists have taken his place.

It has been determined that the very climatic condition of certain places permit the growing of a better shrub than can be grown at another place, where possibly fruit trees, or maybe evergreens or strawberries apparently do best. This has resulted in most nurserymen specializing along the lines that do best in their territory and prove most profitable to them. Some of these nurserymen are growers only, leaving the distributing to others who specialize in that part of the work and thus we have the wholesale and the retail men, both identically interested in the same thing—the planting and growing of more trees, shrubs, etc.

These retail nurserymen, whether they sell through catalog or salesmen, are supposed to be the distributors of all the stock produced, not only by themselves, but also by the strictly wholesale men. With this arrangement in effect, as it now exists, does it not become apparent to all that a very close relation exists between both branches of the nursery industry, and that neither branch may be, or become, independent of the other without disturbing the whole scheme of affairs. If this plan, whereby the procurer of the stock leaves to the retailer the task of distributing his wares, is most profitable for us, as it has so proven to be in other lines of merchandising, then can the factory be a stranger to the sales force or must each understand the problems the other must effectively meet before success is attained?

### Trade Conditions

Reports received from all sections of the country and branches of the industry indicate that an immediate financial viewpoint that business is good. In volume business is away ahead of former years. In most cases, stock has been sold at a price which nets the seller a handsome profit. The price which ten months ago seemed unreasonably high, now appears very low; however, it must be remembered that the prices named then for stock to be delivered this coming spring, contemplated every business cost that has developed in the meantime, therefore no money has been lost by those early sales. It is more than probable that had not those early sales been consummated, the present high level of prices would not yet have been reached. Early sales have reduced the supply available for the late buyer who wishes to secure his retail orders

first, then buy what he needs to fill them. His frantic efforts have no doubt been somewhat responsible for the latest price increases.

Surely the grower can not argue that his business even though secured at a higher price is really more profitable to him than that of the early, dependable, and regular buyer.

It is thought by some of the best informed nurserymen that while there is an apparently small supply of stock available at wholesale, nevertheless there are in most items, sufficient quantities available to fill all retail orders.

This line of reasoning, if correct, is due to the fact that "wants" were covered earlier this year than usual and that retailers have been slow to unload any unsold stock, anticipating that they may yet need it themselves. Growers have been very cautious about over-selling and may possibly be undersold, so that by spring it is possible that an actual surplus may exist. If this condition develops and any fruit stock this year is burned, more than ever will each of us appreciate the need of the factory and sales force or the grower and distributor getting closer together, so that each may better understand the needs and problems of the other. Close co-operation will prevent many losses.

### Price and Volume

The same old 30 inch box still holds approximately 300 apples and but a short time ago represented a wholesale value of \$15.00 to \$25.00, while now the invoice will likely read about \$100, therefore, when sales are doubted it is still possible that the volume or amount of stock used is cut in two.

Retail men are thoroughly surprised in comprising present stock requirements against those of a few years ago. While the same 30 inch box now costs twice what it formerly did and while the labor to fill it has doubled in cost, and freight and express increased 28% to 35%, still when the value at retail price of this box filled is considered, a big reduction in operating cost is seen.

It costs less today than ever before to pack out, box and ship \$100 worth of apple, cherry or other fruit trees. Some price increases are at present unwarranted.

Holding firm to a fair price, refusing to be stampeded into demanding unreasonable prices, and whenever possible, offering a reduction to bring the price to a fair and normal basis, will do more to stabilize the business now and to save the profits which are now being made from filling a brush pile deficit in the near future, than any other policy, especially one of overlooking the interests of the planter in order to get the last possible penny now.

The retailer should be careful, in fact be very slow in adding one cent to the present selling price. Doubtless some items could be better cut out rather than disgust the public with abnormal and unnecessary prices.

Would it not be desirable for the growers and distributors assembled here, to express themselves in proper resolutions as being unfavorable to any business policy that will necessarily increase the selling price of nursery products?

Should we not endeavor to find more economical means in conducting our business, and by proper economy and efficient management, hold operating cost down, in order that our products, which are not usually classed by the buyer as essential to his welfare and life, may be offered to him at a price that will no longer justify him in denying himself of the best of the nurseryman's wares.

**The Ladybird Express**—Owing to the refusal of the American Railway Express to carry free of charge, as has been done in the past, the colonies of ladybirds which have been distributed from the California State Insectary, it will be necessary this season to require a deposit of a dollar and a half (\$1.50) per colony before orders can be filled. It is probable that a small refund will be made for the return of the empty crate. This refers only to the common red ladybird, *Hippodamia convergens*, which has been shipped out by the State Department of Agriculture for use against plant lice.

## Dansville, N. Y. Nurseries

The nurserymen of Dansville, these days are riding in limousines in "Easy street," says a writer in the Rochester Democrat & Chronicle. Prices never were so high and the demand was never so general. Unsolicited orders come rolling in with every mail. The wholesalers' association, composed of seven of the leading nurserymen of the town, have orders booked for two years in advance, and still the orders keep coming.

Joyce Kilmer has said: "Only God can make a tree." But a great many seem willing to assist in the work all over the United States. The superiority of Dansville-grown trees has become known outside of the United States and just before President Huerta, of Mexico, was forced to abandon his project of ruling that country he ordered a carload of trees from the King Brothers' nursery in Dansville.

For over sixty years the nurserymen of Dansville have been bending all their energies to building up the business and their children are now carrying on the work and reaping the benefit of their foresight. Many of them have become known as propagators and producers of new and delicious fruit, such as the "McNeil Early" peach by F. J. McNeil, noted for its fine flavor and early maturing. Improvements in the methods of caring for and digging the trees have come about as the need has arisen.

### Farm Spade Supplemented

The ordinary farm spade was the first instrument used for digging. This was followed after a great many years by the horse power digger, which requires several teams of horses, twelve, fourteen and even sixteen teams, to furnish the power. Then came the Dansville steam tree digger invented by, constructed for and patented in 1897 by J. B. Morey, Jr., and William H. Hartman. It is the perfection of accomplishment in this line and has practically revolutionized the industry. It is mounted on a four-wheel truck and furnished with power from a stationary or traction engine.

The machine consists principally of two immense drums on which rope cables are wound. Pulleys are stationed at the ends of the rows of trees so that the strain will be at right angles to them. A man at each side of the row guides the scoop-like plow or digger which reaches down under the roots and raises them out of the soil cleanly and quickly.

The moss for packing the trees, which is now secured in carload lots from swamps along the line of the Rome, Watertown & Ogdensburg Railroad, was formerly obtained from marshes in this vicinity. The lumber used for boxing the trees for formerly sawn from native timber, but now comes from the great Western forests. The early nurserymen sat up nights and whittled their labels, marking the varieties on them with a lead pencil. The handsome, polished wood labels now used can be purchased, printed, perforated and wired for a few cents per hundred, according to size and quality.

### No Labor Troubles

The automatic tree label machine, the invention of a Dansville man, Samuel Allen, has made these improved conditions possible. The machine is almost human in its operation and has a capacity of 300 labels per minute, 18,000 per hour. Mr. Allen and his son, Samuel, Jr., carried on the work of manufacturing these labels for some years in a small shop on Franklin street. James J. Bailey, a young attorney, saw the possibilities of the invention and cast in his lot with the Allens.

It is a singular fact that there never has been a strike among the nursery laborers. This is possibly due to the democratic conditions of the work, as most of the employees in time become employers themselves. The wages paid are good, especially for the budding of the trees. The nearest approach to a strike was among the school boys last fall. They are employed on Saturdays and holidays getting \$1.75 per day for work which was paid for a few years ago at the rate of 50 cents per day. Two of the boys struck for \$2 per day, but this was not upheld by the other boys, who continued at work.

Dansville roses have earned a reputation second only to its trees and in June the town is noted for the abundance and beauty of its Crimson Ramblers and other roses.



# The National Association

## NOTES FROM THE EXECUTIVE SECRETARY'S OFFICE,

Princeton, N. J., January 26, 1920  
Market Development:

A meeting of the Market Development Committee was held at the Old Colony Club, in New York, January 13th with all members of the committee present. O. Joe Howard, chairman, Pomona, North Carolina; F. L. Atkins, Rutherford, New Jersey; Robert Pyle, West Grove, Pennsylvania; Earl D. Needham, Des Moines, Iowa; E. F. Coe, New Haven, Connecticut; and, by request, the President and the Secretary. Chairman Howard had sent out a questionnaire that was very generally answered by the members and the tabulated information given served as a guide to the committee. Action was in response to the general sentiment indicated by the replies to the questionnaire.

The Blue Tag was left open for the present; it has been the subject of much debate. A great many nurserymen seem to think that they are already required to use quite an assortment of tags; the colored tag idea has been very often used for advertising purposes by different firms; it is subject to imitation and has other objections.

The committee decided to advertise a Trade Mark instead: something that can be registered and protected against infringement or improper use. Electros will be made and distributed to the members as soon as possible for use on stationery and wherever the Trade Mark will help the members to identify themselves with the Association and its advertising. The advertisements will be in small space in papers that will reach planters in territory represented by our membership and will state briefly what the membership of the Association stands for.

It was decided to continue the distribution of educational articles wherever their publication can be secured through the co-operation of the local press. The subjects treated will be of general interest and general in their application. The committee considered sectional articles but voted against them as tending to suggest the idea of different interests, whereas the Association's work must be made to cover activities that are national in scope and whose benefits must be applicable to all. Only articles will be used that apply with equal suitability to all parts of the country.

Illustrations cost too much in making and in distributing to warrant their use except in mats which all papers do not use in their make-up. That cost would be too much for present funds available.

A fuller report will be made to all members in a few days.

### Legislation:

On the 8th of January, President Moon and I went to Washington to appear before the House Committee on Agriculture, a hearing having been arranged through Chairman Haughen of that Committee. Mr. Moon spoke for the appropriation for Statistics and his remarks can be found in the pamphlet of printed hearings under Bureau of Statistics. I addressed the Committee in the interest of the appropriation asked for to provide for experimental work investigating home production of stocks and seedlings. Members interested can find these remarks in the printed hearings on appropriations for the Bureau of Plant Industry.

While the appropriation for experimental work by the Department was originally covered by the Gould Bill, it was taken up by the Department and put into the estimate for the next fiscal year. The Statistics item was also included in the estimate. And I wish to add here that not only were those two items included by the Department in the appropriation asked for by them as being necessary, but Mr. Moon and I were accompanied to the hearings by Dr. Taylor, Prof. Coville, Mr. H. P. Gould, Mr. Estebrook and other prominent officials of the Department who also spoke earnestly for both appropriations.

There is a chance that we will get both appropriations, but only a chance. The Department is asking for a larger sum than

usual and new items of expense are carefully scrutinized, especially just now when war expenses have created a deficit and when there is much talk of the necessity for economy. But, should we fail this time, the ground-work has been laid for further effort later. We were asked a number of questions by the Committee, which seemed interested, and we found that representatives of a national trade organization are heard with consideration in Washington.

In the Department, where we called on the chiefs of the various Bureaus, we were cordially received and assured of interest in our work and of the Department's desire to co-operate with us. We found them, for example, greatly interested in a project to have all plans for public buildings include planting-plans. At the proper time, nurserymen may be able to assist in getting legislation to secure that. It will mean development of another market.

Prof. Coville, of the Bureau of Plant Industry, has been conducting some interesting experiments in keeping plants dormant with warmth instead of with cold, a proposition so opposite to our custom as to seem impossible and yet, if practicable on a large scale, suggesting the possibility of radical changes in storage methods. Prof. Coville has promised to give us full information on his experiments.

At the Federal Horticultural Board, where I had business for one of our members, Mr. Althouse showed me a very compact little Bulletin covering the various Federal and State requirements for inter-state shipments. Having had a great many letters from members asking for just that information, I asked for a supply and through the courtesy of the Board, they have been received and a copy mailed to each member of the Association. Members are urged to make sure in every instance that their inter-state shipments comply with all the regulations; if they do that, it will save them anxiety and possible loss.

### Memorial Trees:

President Moon is deeply interested in this idea and he has been able to secure the co-operation of the American Forestry Association. The "American Forestry" Magazine devoted 16 pages of the December issue to Memorial Trees alone—16 pages in color with handsome illustrations. With an early issue, the Magazine will send out a full page illustration in colors after the style of the Liberty Loan Posters; that will reach their 17,000 subscribers and will be distributed in other ways. Mr. Moon and I called on Mr. Ridsdale, the Secretary, who agreed to allow the Association to use the same plates for an edition of the colored Memorial Tree Poster, adding whatever the Market Development Committee of the Association might wish, to further this movement. Naturally, the chance to take advantage of something sponsored by a great national body like the American Forestry Association will not be neglected by the Association. Mr. Ridsdale expressed the opinion that the Memorial Tree idea is something that will grow with the years, not being limited to war memorials, but as appropriate to mark other events.

Every member of the Association ought to be a subscriber to the "American Forestry" Magazine. It costs \$3 a year which entitles the subscriber to membership in the American Forestry Association and receipt of its various publications. That Association and Magazine are doing work in which nurserymen are directly interested. They are taking note of our Association's activities and through the courtesy of Secretary Ridsdale, I have received, without charge, four hundred copies of a handsome four-page bulletin containing an article by Charles Lathrop Pack, President of the American Forestry Association, entitled: "The Tree; the Memorial that Lives," handsomely illustrated. I have mailed a copy to each member of the Association; read it; it is a practical suggestion about planting trees and reaches many thousands of interested persons. See that the suggestion reaches the school or the Board of Trade or some other organization in your town. Follow that up by ask-

ing for the use of your Association's colored lantern slides of two hundred subjects admirably adapted for illustrating a lecture on making your town and the homes there more beautiful.

If some members think that this spring they have as many orders as they can fill, it should be remembered that demand enables the seller to decline unprofitable orders and doubtful credits; that demand and high prices stimulate over-production which should be avoided; and that efforts should be followed that will continue the demand and make a market for what is coming on for later delivery. Indications are that planting plans seem to contemplate that continuing demand and an unusual market two and three years from now; but plans are made in most cases without adequate knowledge of what others are planning to plant. The result in some lines is apt to be surplus stock and unprofitable prices; that cannot apply to fruit-trees immediately unless prices should reach a point where consumption is curtailed; but in the case of deciduous shrubs and certain shade trees, there is apparent more of optimism unwarranted than of knowledge of conditions and judgment based thereon. Two and three years from now is the time of uncertainty. There are two things necessary to provide against losing what has been gained; effort to continue demand and methods of sale that will mean a profit; both require close co-operation.

Yours truly,

JOHN WATSON,  
Executive Secretary.

### Missouri Horticulturists

The sixtieth annual meeting of the Missouri State Horticultural Society was held in Springfield the second week in December. While the attendance was not as large as usual, owing to the cold wave, the session was one of unusual interest and practical instruction. The problems in fruit-growing, apple-growing especially, were considered from every angle by those present and practically engaged in the work in this state, several leading horticulturists from Arkansas and Kansas also participating in the discussions.

C. A. Crutsingberg of Carthage gave his experience as a purchaser of run-down and virtually non-producing orchards, and by thorough renovation methods, fertilizing, pruning and spraying bringing them back to their former vigorous condition. A 160-acre apple orchard, his first venture, which had not for several years produced enough of a crop to pay the taxes on the land, yielded the first season 12,000 bushels.

J. H. Duncan, fruit specialist of Washington, D. C., gave an illustrated demonstration by means of charts of the increasing commercial apple production in the various states, showing its enlarging area.

Prof. Faurot, director of the State Horticultural Experiment Station at Mountain Grove, Mo., talked on the subject of "Proper Horticultural Methods." He indorsed Dr. Beal's advice to keep the turning plow out of the orchard, and emphasized the importance of regular and proper pruning, not only to get the best results in the production of the apple, but also to control certain diseases, especially canker. Prof. Dickens of the Kansas Experiment Station at Manhattan addressed the convention the following day on apple production in general, and was listened to with evident interest. He recommended regular pruning at least once a year from the time the tree was planted. It was essential to get the sunlight into the tree to color the fruit properly, and avoid the necessity of pruning the price when marketing the crop.

The comparative merit of liquid and dust spraying was the subject of a paper by W. A. Irwin, who has a large apple orchard in the vicinity of Springfield, and usually has a crop when some of his fruit grower neighbors do not, because of the activity of Jack Frost in the spring, about the blossoming period, when he has his heaters at work. He stated that from his experiment with the two kinds of sprays the past two seasons the dust spray is just as effective, and 50 per cent cheaper, than the liquid, and will use it exclusively hereafter.

Hale Tennant, well known Sodus grape grower and prominent throughout Michigan as a farm organizer, has accepted a professorship at Michigan Agricultural college.



## Congressional Hearing On Fund For Domestic Propagation

Important hearings, from the Nursery Trade point of view, were held by the House committee on agriculture, of the U. S. Congress, on three days in December and three days last month, Chairman Gilbert N. Haugen, of Iowa, presiding. On those days matters relating to the Bureau of Plant Industry were discussed under the direction, largely, of Dr. William R. Taylor, the chief of the bureau. One of the two subjects which occupied most of the time of the hearings was the proposition for an appropriation for investigating domestic production of Nursery Stock of the kinds heretofore imported.

Dr. Taylor. The special point of this is the development in this country of a home supply of those nursery stocks, both fruit and ornamental, which we have heretofore imported from Europe very largely, such imports have been a continual source of introduction of disease, which it has been found necessary to quarantine against to a considerable extent, so that the country as it stands is at the parting of the ways. Either we must produce our own nursery stock or go without, or relax our care with respect to these diseases. We believe this is the practical way.

Mr. Candler. Under present restrictions, they do not like to ship the material over here and then have it sent back?

Dr. Taylor. Certain things they can not ship, certain things that are considered dangerous; certain others can be imported under restrictions, which is awkward and disagreeable for them to meet in many instances, but we are convinced that we can produce the apple, pear, plum, and cherry seedlings that we are importing by the millions from Europe and that we can produce the stocks upon which our nursery industry rests generally. The nursery industry of the country appealed to the department to undertake this work, and we have given it thorough consideration and believe it should be done.

Mr. Anderson. It is almost absolutely necessary that it should be done if you are to maintain your present restrictions, is it not?

Dr. Taylor. I think so; and the restrictions, as they stand, are conservative and necessary. The appropriations like those for citrus canker and blister rust, which you gentleman have had to make, are the result of unrestricted importation of that class of material.

Mr. Candler. So, really, the prosperity of our nursery stock in the future depends absolutely on something of that kind being done, then?

Dr. Taylor. Yes, sir.

Mr. Lee. It ought to be done anyway.

Mr. Candler. We ought to produce our own trees and not have to haul them clear across the waters.

Mr. Anderson. May I ask you, Dr. Taylor, how extensively are nursery stocks of this sort now propagated in private nurseries in this country?

Dr. Taylor. Considerable quantities of apple seedlings are grown, chiefly in Kansas, mainly from imported seeds. Very small quantities of pear seedlings are grown, practically entirely from imported seed. Some Mazzard and Mahaleb cherry seedlings are grown, but by far the larger part of the quantity required by our nurserymen is imported in the form of seedling stocks.

Mr. Anderson. Is it not profitable to nurserymen to grow these stocks, or whatever you call them, or have they not the requisite knowledge or the information about them?

Dr. Taylor. No one yet knows just how to do it with certainty. In some years an excellent quality of apple seedlings results; in others an inferior quality. The industry has been a comparatively closed one in western Europe for the rest of the world, and we think the time has come to change that situation.

Mr. Anderson. I am just wondering whether it was a matter of being commer-

cially unprofitable or simply a lack of information and experience.

Dr. Taylor. In the past there has not been so much incentive because the stocks have come in at low prices. The present prices are up to eight to ten times the prewar normal, and the disorganization of the industry in Europe by the war is such that it can not be expected to get back to prewar normal in Europe for a number of years.

The Chairman. When they return to normal conditions, then what?

Dr. Taylor. We believe we can grow these as well and as cheaply here as they can.

The Chairman. The nurserymen claim that they could be bought for less than they could be produced.

Dr. Taylor. That was true in the prewar time.

Mr. Rubey. We have in Missouri a fruit experimental station located in my district. I do not know just the character of the work there, how much and how good it is. Then we have a number of large nurseries in Missouri, and I know that they have developed some splendid apples. You take the Stark's Delicious that you can buy down here on the street. It is the best apple you can buy in Washington.

Mr. Lee. Two for a quarter.

Mr. Rubey. Ten cents apiece and in some instances two for a quarter. I know they are doing a whole lot of good work in this investigation in Missouri.

Dr. Taylor. Our nurserymen are growing fine fruit trees, but they are growing them on stocks that were sprouted in France.

Mr. Rubey. This Stark's Delicious was budded up and the apple produced out in Missouri.

Dr. Taylor. The original tree was from Iowa, but Stark got hold of it and proved it up and disseminated it in a very effective way, and it has become an important commercial variety.

Mr. Rubey. It is so good that I want to hold it for Missouri if I can, you know.

Dr. Taylor. It has succeeded.

The Chairman. I have a communication from Congressman Gould of New York, relating to this item, which, without objection, will be inserted in the record. The committee has granted Mr. Gould a hearing on his bill—or in connection with this item—at a later date. There are a number of other communications on this item which are before the committee for its consideration.

(The letter referred to follows:)

House of Representatives,  
Washington, D. C., December 12, 1919.  
Hon. Gilbert N. Haugen,  
Committee on Agriculture, House of Representatives, Washington, D. C.

My Dear Mr. Haugen: Referring to your letter of December 4, in re H. R. 5939, introduced by me providing for the experimenting of nursery stock, I would respectfully call to your attention the item which appears on page 241 of the annual Book of Estimates for the fiscal year ending June 30, 1921 (H. Doc. No. 411, 2d sess. 66th Cong.), under the heading Bureau of Plant Industry, Department of Agriculture, reading as follows:

"For investigating methods of propagating fruit trees, ornamentals and other plants, the study of stocks used in propagating such plants, methods of growing setstocks, the establishment and maintenance of mother orchards of plantations for the purpose of providing American sources of stocks, cuttings, or other propagating materials, \$30,000."

This item is for carrying out the same provisions as are included in H. R. 5939, and, as this matter is of vital importance to the country, and especially those interested in the nursery business, I hope that the Committee on Agriculture can see its way clear to adopting the recommendation of the department.

Yours, very truly,

N. J. Gould.

(Statement made on this item on January 7 and 8 are inserted at this point.)

The Chairman. We will be pleased to hear you in reference to item No. 105, Mr. Watson.

Statement of Mr. John Watson, Princeton, N. J., Secretary of the American Association of Nurserymen.

Mr. Watson. Mr. Chairman, I am secretary of the same association of which Mr. Moon is president, the American Association of Nurserymen, and I want to say just a few words to you about paragraph 105, on page 99. That relates to an appropriation of \$30,000 for investigating fruit-tree seedlings and ornamental stocks, with a view to seeing whether we can produce in this country, in sufficient quantity, a suitable quality of things for which we have heretofore depended on Europe and other parts of the world.

If I take up your time telling you about things with which you are already familiar, I will be glad if you will just interrupt me; but the nursery business secures its raw material, as you may know, from different parts of the world. For example, the greater part of the fruit-tree seedlings have always been imported from France. And when I say they come from France, I do not wish you to understand that they come from all parts of France. There are very limited areas in France which grow particularly good seedlings. Those areas are almost all located in the Loire River Valley, and especially around Angers and Orleans, and they have stocks that have peculiarities of their own in the quality of those fruit-tree seedlings. For example, Ussy grows some very good Mahaleb cherry seedlings, but the very best apple and pear seedlings grown in the world come from Angers and from a very limited area around there. The same is true of ornamental stocks. For example, our azaleas, formerly imported from Belgium, came from near Ghent and they were grown there in very small areas at Mierelbeke and Loochristy, just east and southeast of Ghent. It seems that every plant finds, in some part of the world, the peculiarly favorable conditions that make it grow better there than anywhere else.

Now, effective in June of last year, Order No. 37, to which Mr. Moon has referred was put into effect. That was made necessary on account of the insects and pests and plant diseases which we had acquired along with imported plant material and in other ways from abroad. That quarantine was limited to the ornamentals. Practically all of the ornamentals were excluded, but fruit-tree seedlings are still permitted entry. Unfortunately, that does not help us very much. It is true that just now now the supplies of fruit-tree seedlings in France are very limited, due to the war conditions. At the same time we nurserymen in this country, who are perfectly willing to buy those fruit-tree seedlings, find ourselves up against this very practical difficulty: That the foreign nurserymen tell us since we will not permit them to sell us ornamentals, they will not permit us to buy their fruit-tree seedlings, which they know we need far more than we need ornamental stocks.

That statement has been challenged, but the facts remain as they are. Last September there was an international horticultural trade conference held in Paris, where the French, Belgians, English, and the Hollanders met, and, among other things, they considered this prohibition order of ours shutting out their ornamentals but permitting them to ship fruit tree seedlings. While no formal action, as far as we nurserymen can hear, was taken at that conference, and while it was not referred to in the published reports except in a very general way, still we feel the effect of something—not because all of the French and English nurserymen are in a combination that they refuse us their fruit-tree seedlings (I could not say that, because it is not within my knowledge)—but it is within knowledge that some of the French nurserymen have, at least in writing to their customers here, refused to sell fruit-tree seedlings which we know they have, and we also know the nurserymen in England, New Zealand, and Australia have been able to buy the seedlings they have, and what we can not buy.

Now, we have grown a good many fruit-tree seedlings in this country, particularly in Kansas, in the Kaw Valley, near Topeka; particularly at Silver Lake and Rossville.

(Continued on page 36)

### The Bushel Basket Strawberry

By A. B. Katkamier, Macedon, N. Y.

The main object in growing nursery stock is to make money.

Occasionally there comes a new variety of fruit or ornamental plant which by its many or peculiar values proves a gold mine to the trade. Such an acquisition it is declared, is the Bushel Basket Strawberry. It was discovered eight years ago by Mr. E. C. Ercanbrack growing in his garden. Attracted by the choice table quality, size, beauty and abundance of the berries, he determined to increase the number of plants. They responded to his care with marked success. The plants seemed adapted to both the hill and the matted row systems of growth. He grew them both ways. At first he called the berry the "Auburn," then gave it his own name "Ercanbrack" under which name he entered it for the Barry Gold Medal given for new fruits of promise by the old Western New York Horticultural Society.

For three successive years a committee was sent to watch the plants and the fruit and was so favorably impressed with the behavior of the new variety that it was recommended for the medal and it was accordingly granted. Then I purchased the plants.

While on the grounds of the discoverer, the plants never showed disease or weakness. They were strong and supremely healthy. With me they have become even more vigorous. I grew some of them so large by the hill system that a bushel basket was not large enough to cover a single plant. My neighbors got to asking me how the plants as big as a bushel basket were progressing and it seemed to me that here was a good name by which to introduce plants which under good cultivation became of so great size. The name seems to have caught the ear of the public, and there is no question that plants of the Bushel Basket Strawberry will be in great demand at paying prices for years to come.

Yet the best thing about this new berry is that it has real fruiting merit. It is immensely productive. The berries are extra large and a most handsome bright red in color. I have grown most of the strawberries brought out in the last forty years but never have I seen a variety to outmatch the Bushel Basket Strawberry in beauty. Its flavor can be classed as sprightly. It is a splendid dessert berry and it also is a good canner, retaining even when cooked much of its delicious flavor. My prediction is that it will be much sought after by canning companies. Perfect in blossom, it is also as near perfection in plant and fruit as a strawberry can be.

I believe there is good money in this new berry for all who will grow or handle a stock of the plants. It will be the easiest of all varieties to sell. A persuasive selling talk for it is easily constructed and a sight of the plants and a taste of the fruit is an argument irresistible. To save time and correspondence I may state that plants can be obtained of me: Per doz, \$3; per 100, \$17; per 1000, \$150. Plant circular is sent free.—Adv.

**American Forestry Association**—The annual meeting of this Association was held in the rooms of the Merchants' Association, Woolworth Building, New York, on Tuesday, January 13, with a fine attendance. Charles Lathrop Pack was re-elected as president, and among the directors re-elected were Standish Chard, Hon. P. P. Claxton, Dr. Henry S. Drinker, president of Lehigh University; C. W. Lyman, Emerson Macmillan, C. F. Quincy, E. A. Sterling and J. B. White. The previous vice-presidents were all re-elected, and the new vice-presidents include Vincent Astor, Charles W. Elliot (president-emeritus of Harvard), Dr. John Grier Hibben (president of Princeton University), Miss Anne Morgan, Henry S. Groves, Hon. Thomas Nelson Page (recent ambassador to Italy), John D. Rockefeller, Jr., David Houston, Theo N. Vail and Hon. John M. Weeks of Massachusetts. John E. Jenks was re-elected treasurer; the Board elects its secretary. There was quite a spirit of contest over the election.

An effort made by some of the Forestry members to elect a new board of directors was defeated.

Dr. Drinker and F. W. Kelsey spoke in favor of the splendid work accomplished by

President Pack and the present administration in maintaining a growing public interest in the subject of forestry during the past five years under the prevailing war conditions.

**Flying Foxes Higher Priced**—As an index of the economic losses suffered in the Antipodes, the California Dept. of Agriculture is advised that the bounty for flying foxes (fruit bats) in New South Wales has been increased from 1½d to 3d per scalp. The flying fox is one of the injurious animals proscribed by the State Quarantine Law, and to date has been excluded from California by its careful inspection system.

**In One California County**—Horticultural Commissioner Frank Owens has submitted his monthly report showing the following work performed during December, in Solano county, Cal.: Trees inspected, 33,775; trees condemned, 1100; packages of produce condemned, 1120; nursery stock inspected, 20,423; nursery stock condemned, 263. Also by his advice he had saved fifty barrels of spray which would have cost the fruit growers \$550.

**\$100 For a Name**—The Oregon Growers' Co-operative Association, which controls 16,000 acres of fruit in Oregon, has opened a national campaign for a name. A hundred dollars is offered for the first prize, and fifty dollars for the second prize, for the best suggestion for a brand name. The Oregon Growers' Co-operative Association will sell all kinds of fruits, such as apples, prunes, pears, cherries, berries, walnuts, and dried and canned fruits. The name must be one which can be applied to all. Since the organization is a statewide organization, the name must not be localized, but must be appropriate to the entire state. The contest will close April first. All names should be sent in to C. I. Lewis, Organization Manager, Masonic Building, Salem, Oregon. A short, catchy name is preferable to a long one. Such names as Sunkist, used by the orange growers of California, Sunset, used by the prune growers, and Skookum, used by the apple growers of the Northwest, are good. Later an additional prize will be offered for the best design to go with the name. The contest is open to all, regardless of age, sex, or locality.



A Single Plant of the Bushel Basket Strawberry





Straw (all actual size) grown by the Hill system.

#### As the Bud, So the Fruit

In the propagation of citrus fruits, buds should be selected not only from trees of known bearing proclivities, but even from limbs whose bearing proclivities are known, announces the United States Department of Agriculture in connection with its bud-selection work in California. Trees are exceedingly common, say the specialists, which in the main bear fruit of desirable type but have some limbs on which fruit varying from the accepted standard is produced.

Individual tree-performance records of young trees which have been propagated from older trees confirm the previous conclusion that the characteristics of the parent tree are propagated in the progeny with no important exception or variation. The progenies in experimental plantings are producing fruit comparable in every particular to that borne by the parent trees. If the parents were large yielders or had other desirable characteristics, so have the progeny. If the parent trees were barren or relatively so, the progeny is found to be unprofitable.

The performance records of individual trees on which departmental specialists

have been working for some years, as well as co-operative records secured by the growers themselves, are serving an exceedingly important purpose, in that they are used as a basis for choosing the trees used as a source of bud-wood by the bud supply department of the California Fruit Growers' Exchange. This department furnishes buds practically at cost from record trees to all growers and nurserymen who are desirous of securing them.

**Watching California Nurserymen**—Many of the county horticultural commissioners are finding unlicensed nurserymen in their counties and having some difficulty in ascertaining whether or not they follow their instructions to register. The Director's office will be glad to receive lists from commissioners of such unlicensed nurserymen and will send them notification, including application blanks. Upon receipt of the application of the nurseryman, together with his registration fee, it will notify the commissioner affected as to his compliance with the law. In this way the commissioners can very easily know whether the men they instruct to register are actually registered or not.

### Patenting of Plants

In the first issue of The Journal of Pomology, edited by Edward A. Bunyard and published quarterly by George Bunyard & Co., Royal Nurseries, Maidstone, England, the subject of the patenting of new fruits is discussed by the editor. He suggests that while a rose or an orchid may possess distinctive characteristics upon which awards can confidently be made, the case is different with fruits in that "the vigor and fertility of the tree, its capacity to grow well in soils other than its own, are points of the first importance, and the most richly flavoured fruit which does not possess these primary qualities is worthless for the great bulk of growers. The value of a new fruit can only be determined after trial in different localities."

Discussing the strong movement which has recently arisen in England and France to pass a law to protect an originator of a plant, Mr. Bunyard says:

"There are two rewards which the introducer of new fruits may gain. First, the sale at an enhanced price of his novelties; and secondly, the kudos which their introduction brings to him.

"We have no hesitation in saying that the greatest value must be placed upon the second. A good fruit bearing the raiser's name or associated with him in some other way is a permanent advertisement, while the enhanced price which a novelty will bring is a temporary reward, which quite naturally ceases after a few years.

"The object of legislation is to retain the right of the producer alone to deal in and propagate his novelty for a period of years.

If he succeeds in gaining this point, he will lose the excellent advertisement which must accrue if all the nurserymen are "booming" and selling his novelties at the time of their introduction. We think therefore, that, assuming that it is possible to draft a law which will cover the difficulties detailed above, the raiser may have gained an extra immediate profit, but he would lose much of the wider advertisement which other firms would give his novelties, and which costs him nothing, but which is most valuable to him while the price of his introduction remains high."

**Peach Industry**—The peach industry in the United States has been the subject of a recent survey by the United States Department of Agriculture, the results of which have been compiled in a bulletin now available for free distribution. "Peaches: Production, Estimates and Important Commercial Districts and Varieties." According to this pamphlet there were about 10,600,000 peach trees of bearing age in Georgia in 1910, the largest number reported in any one state. In the combined number of trees of both bearing and non-bearing age, Georgia was exceeded by Texas and California. While the yield in California is far in excess of the yield in Georgia, the bulletin shows that a large part of the peach crop of the latter state is used for drying and canning, so that in shipments of fresh fruit, in seasons of a good crop, Georgia normally leads all other states.

Two thousand holes have been dug in Parker Park, the site of the old city farms, Tucson, Ariz., and within the next few weeks 2000 trees will be planted. It is expected that the park will be ready to furnish amusement and recreation to the citizens of Tucson by early spring.

The Rural New Yorker says editorially: "Memorial trees are becoming popular, and thousands of them will be planted this year. In many towns a handsome tree will be planted to commemorate each soldier killed in the war—or each public citizen who rendered some great service. These will also be used as living monuments in memory of personal friends or family members. The idea is a beautiful one, and we hope it will become generally popular."

The rest is up to the Nurseryman.

The Tulare county, California, Board of Forestry, has perfected plans for planting shade trees along country roads.

The Rotary Club of Tampa, Fla., will plant roadside trees at a cost of \$7,000 in memory of soldiers.



# AMERICAN NURSERYMAN



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ROCHESTER, N. Y., FEB., 1920

**American Association of Nurserymen**—President, J. Edward Moon, Morrisville, Pa.; vice-president, Lloyd C. Stark, Louisiana, Mo.; treasurer, J. W. Hill, Des Moines, Ia.; executive secretary, John Watson, 400 Nassau St., Princeton, N. J.; assistant secretary and traffic manager, Charles Sizemore, Louisiana, Mo. Executive committee: J. Edward Moon, chairman; Lloyd C. Stark, Louisiana, Mo.; C. R. Burr, Manchester, Conn.; E. W. Chatterin, Winchester, Tenn.; C. C. Mayhew, Sherman, Tex.; J. B. Pilkington, Portland, Ore.; E. S. Welch, Shenandoah, Ia.; T. B. West, Perry, O. Legislative and Tariff committee: C. H. Perkins, 2nd., Newark, N. Y., chairman. Meets 4th Wednesday in June in Chicago, Ill.

**Western Association of Nurserymen**—President, Earl D. Needham, Des Moines, La.; vice-president, E. P. Bernardin, Parsons, Kan.; secretary-treasurer, George W. Holsinger, Rosedale, Kan. Executive committee: H. D. Simpson, Vincennes, Ind.; C. G. Marshall, Arlington, Neb.; C. C. Mayhew, Sherman, Tex.; E. E. May, Shenandoah, Ia.; J. H. Skinner, Topeka, Kan. Program committee: M. R. Cashman, Owatonna, Minn.; George A. Marshall, Arlington, Neb.; Harry Hobbs, Bridgeport, Ind. Meets 4th Wednesday in January in Kansas City, Mo.

**Pacific Coast Association of Nurserymen**—President, Mrs. R. Day, Spokane, Wash.; vice-presidents, Fred W. Day, Yakima, Wash.; Albert Brownell, Portland, Ore.; M. R. Jackson, Fresno, Cal.; C. A. T. Atwood, British Columbia; C. T. Hawkes, Caldwell, Idaho; B. H. Bower, Provo, Utah; secretary-treasurer, C. A. Tonneson, Tacoma, Wash. Convention in 1920 at Spokane, Wash.

**New England Nurserymen's Association**—Pres., C. R. Burr, Manchester, Conn.; vice-pres., Chas. Adams, Springfield, Mass.; secy., R. M. Wyman, Framingham, Mass.; treas., V. A. Vanicek, Newport, R. I.

**Northern Nurserymen's Association**—President, M. R. Cashman, Owatonna, Minn.; secretary, E. C. Hilborn, Valley City, N. D. Convention of 1919 in Minneapolis, Minn., in December.

**Southern Nurserymen's Association**—Pres., S. C. Crowell, Roseacres, Miss.; vice-pres., C. A. Simpson, Monticello, Fla.; and the officers; 1920 meeting in Charleston, S. C., Aug. 18-19.

**Western Canada Nurserymen's Association**—President, H. L. Patmore, Patmore Nursery Co., Brandon, Manitoba; first vice-pres., A. Mitchell, Mitchell Nursery Co., Coaldale, Alta.; second vice-pres., B. D. Wallace, Island Park Nurseries, Portage La-Prairie, Man.; secy.-treas., T. A. Torgeson, Prairie Nurseries Ltd., Estevan, Sask.; Members of executive committee, Homer J. Barry, Clover Nurseries, Bremner, Alta.; W. J. Boughen, Valley River Nurseries, Valley River, Man.

## FICTION VS. FACT

In his address at the convention of the Western Association of Nurserymen, George Parker has hit the keynote of the present opportunity which faces Nurserymen.

Any admission outside of the trade that the house of the Nursery Industry is any more in need of being put in order than is that of any other industry has seemed to us uncalled for because with 85, 90 or 95 per cent—whatever the proportion may be—of the members of the trade conducting business as it should be conducted, there is no occasion to countenance an assertion that an occasional departure from that practice is at all characteristic of conditions in the trade.

We were in a state of mind bordering upon the greatest surprise when the recent article in the Country Gentleman by P. S. Lovejoy regarding certain alleged nursery practices was taken seriously by members of the trade and was answered as if it were a "news item" instead of a pleasant fiction. We laughed heartily while perusing Mr. Lovejoy's novelette; but sobered down later when we saw the reception it had met in the trade! Leaders were for replying promptly to the romance and DENYING ITS CONTENTS!

We wrote to some of the leaders, suggesting a communication congratulating Mr. Lovejoy upon his amusing romance of the countryside, his able use of the vernacular and his keen appreciation of humor—and letting it go at that. But leaders still thought the matter should be treated seriously.

The American Nurseryman has been all for being sure that our house is in order before GUARANTEEING the act of every member of the Association to the extent of making good for a wrong—but we have been all for doing this WITHIN THE TRADE—not outside of the trade. This is a trade journal. In it we talk to the trade—not to Mr. Lovejoy nor his readers.

## NOT SO BAD AFTER ALL

They're coming around to our way of thinking. "It's not so bad after all." Commenting on domestic propagation, instead of importing, Edwin Matthews says in Florists' Exchange:

It is good to know that, excepting some few good things, the raw material is available here for us to start on. Quite a few nurserymen do not need to go far afield for it, either, so that with proper facilities for propagating one should not lose any more time in dreaming of "what might have been." In every nursery almost there are some plants which do not pay us to work on in the hope of making them salable. They are either onesided or unbalanced in some way and the best use for them is the affording of material for propagating and raising new stock.

This applies especially to the evergreen section and during the winter months we can start off many thousands of our standard kinds which in a few years will vie with those which we had usually imported.

Let us see what raw material is at hand for us to use:

First, there are the Thuyas (Arborvitae) of all the varieties in a plentiful supply which, in a temperature of 45 degrees, will make nice rooted plants in twelve to fourteen weeks.

Of the Retinisporas there is no lack of material for propagating. Go to any up-to-date nursery and you will find Retinispora pisifera, R. squarrosa, R. obtusa and the several forms of all of these which respond readily to propagation by cuttings at this time of the year.

The Junipers, too, will be available for cuttings. Go to any up-to-date nursery and you can obtain J. chinensis, J. stricta, J. Sabina, J. Pfitzeriana, along with the better forms and varieties of our native Juniper (virginiana). This type, of course, is best raised from seed.

All the Yews, Box, Euonymus, Japanese Holley and Osmanthus can be depended on to root from cuttings. Some of them, like the Yew, Holley and Osmanthus, are rather slow to respond and will try our patience, but such good things are well worth waiting for.

We are also well off in raw material when it comes to those kinds which are readily raised from seed, such as Pinus austriaca, P. sylvestris, P. excelsa, P. strobus, P. flexilis and others.

In Spruce and Firs we have no difficulty in raising from seed such kinds as Picea excelsa, P. pungens, P. alba, Pseudotsuga Douglasii and A. concolor. Seed bearing trees of all of these are here with us. To secure the seed and to raise new plants is our part.

In material for grafting we may have to look to private sources as well as our own nursery grounds for scions of the more choice kinds of evergreens, but we shall find a fair supply somewhere if we earnestly look for it.

## THE ENTREPRENEUR

Many business men see clearly the relations between capital and labor; so do some employees. But since some of both classes have not the clear vision resulting from study of economic problems, now more acute than ever, we direct attention to statements recently made by D. E. Felt, president of Felt & Tarrant Mfg. Co., in Printers' Ink; for when labor problems arise in an employer's business, he needs to be fortified. Mr. Felt discusses a factor in industry which is not always clearly discerned; it exists, in greater or less degree wherever capital and labor are combined. The free translation of the French word is "master builder". Webster's dictionary quotes an extract in explanation of the term as follows:

The whole annual gains of society distribute themselves into the earnings of labor, the earnings of capital, and the gains from a certain co-ordinating process that is performed by the employers of labor and the users of capital. This purely co-ordinating work we shall call the entrepreneur's function, and the rewards of it we shall call profits. The function in itself includes no working and no owning of capital; it consists entirely in the establishing and maintaining of efficient relations between the agents of production.

While the function of the entrepreneur in itself involves no working and no capital, the "master builder" may be all that the French term implies, while at the same time contributing individually, in greater or less degree, to both the agents of production—money and work.

Mr. Felt very plainly points out facts which should be stated on every occasion when organized labor presumes to dictate to the men who have risked large sums in the building up of a business and have induced investment of capital to that end. He says:

Phrases like "Capital and Labor" are repeated on every hand and serve completely to cloud the issue. Other elements are quite as important in the consideration of industrial and economic questions as either Capital or Labor. As a practical matter, there is to-day comparatively little issue between Capital and Labor. The entrepreneur, i. e., the man who makes the wheels go round, procures the capital on the one hand and the labor on the other, co-ordinates the two, and in proportion to his foresight, technical knowledge, intensive personal effort, commercial ability and capacity for dealing with the human factor, either succeeds to a greater or less extent, or becomes one of that large class who fall and whom we usually forget in the discussion of industrial and economic questions. Usually this man—the entrepreneur—risks his whole life and all his own capital. He stakes everything on success or failure. The risks he takes are greater or less according to the

nature of the enterprise which he attempts to establish.

Modern discussion of economic and labor questions is usually based on the assumption that the issue is between "Labor and Capital." As far as the human interest is concerned there are three elements: The Entrepreneur, the Labor and Capital. The capital will flow into industry if risk and prospective profit make industry more attractive than safer investments, like United States Bonds for instance. In the affairs of industry, commerce, transportation, etc., there are for capital all degrees of safety and hazard, ranging all the way from United States Bonds down to the exploitation of a new invention. The greater the risk the greater must be the prospective profit; otherwise capital will not be obtained. The losses experienced by capital invested in the more risky enterprises probably equal the profit experienced by those who succeed. We forget those who fail and regard only the profits of the successful. Yet, from an economic standpoint with respect to the welfare of all the people, it is probably true that the money so risked is more beneficial than the money invested in safer channels.

Therefore, when employees, who have been taken care of in and out of season, in good times and bad, whose pay envelopes are ready for them at regular, stated intervals, with no risk of capital on their part, hammer at the door and demand a "voice in the management", the employer of both Capital and Labor—the entrepreneur—should be able to make very clear the actual conditions.

### Evidences of House-Cleaning Necessity

Editor American Nurseryman:

In looking over the *American Nurseryman* for January I note the resolution that was adopted in reference to seedling peach that were being sold to northern Nurserymen and dealers to be resold. As a member of the Southern Association of Nurserymen, and having attended most all meetings since the organization of the Association, I have always voted against selling seedling trees when they can be procured by grafting or budding.

I visited a Nurseryman some eight or ten years ago, and he showed me weekly report of a dealer which he was expected to fill, and the reports were from \$300 to \$700 a week, and most of them were to be filled with seedling peach trees, which were the failures in budding of peach seedlings, which were grown from the small, natural seed that are gathered in the mountains of Tennessee and North Carolina. The peach is about the size of a hulled black walnut. I told this Nurseryman that I could not see how he could afford to fill such orders and carry on business. This dealer sold those in dozen lots and larger, and sold them as six Japan varieties, ripening from June until October. These seedlings were being sold at \$5 per dozen.

In your December number from President J. Edward Moon, "Is Our House in Order," it looks as if it would hardly be thinkable that any one calling himself a Nurseryman would try to palm off on the public a seedling peach tree.

As we sold more peach trees for our fall sales than we had, we had to buy more or less, and as they were scarce, had trouble to find some varieties. We bought 1200 from a small nursery with a big name, of a neighboring state. Of 1200 trees of three varieties, on returning to our packing grounds one evening during the shipping season, from the Nursery some distance out, the trees had been unpacked, and the packing yard foreman said the trees had some worms on them. Glancing over at a bunch, I said to him that they looked like seedlings, and after examining them, found the 1200 all seedlings, with not a sign that any of them had ever had a bud put on them. They had been cut very low to ground, and had put up a nice sprout 6 to 8 feet high. When we wrote to him, he said he had a foreman when they were cut off, and that he had found out afterwards that he was not very reliable.

I have on my desk a surplus list of Jan. 10th of a western Nurseryman which has

### Contoneaster Acutifolia

This is one of the comparatively new plants which is attracting attention. It was exhibited by the Aurora Nurseries, Aurora, Ill., at the last convention of the American Association of Nurserymen which has awarded it a certificate of merit. The shrub belongs to a group of shrubs or rarely small trees of the Rose family, related to the Apples, Pears and Hawthorns. The genus has long been known in Europe and eastern Siberia, but it is only in recent years that it has been discovered that the largest number of species of these plants grow in China. The first Chinese species was known to botanists as early as 1832; forty-five years passed before another of these Chinese plants was recognized and it was not until Henry and Wilson began the systematic exploration of the flora of central and western China that any one suspected its richness in these plants. Now forty-eight or fifty Chinese species and well marked varieties are recognized. Among

ped either in formal outline or permitted to take a more natural growth. It is an individual shrub and assumes a slender, gracefully arching growth with leaves of shiny green. The flowers are white, borne the entire length of the stems. Each flower is followed in the autumn by a black berry. This fruit remains on the shrub until late in the autumn. After the first frost in the fall, the foliage assumes an attractive scarlet color immensely attractive. It is an excellent plant for large groups on account of its splendid fall color of its foliage. In summing up the merits of this plant, it is certainly a most valuable acquisition to our list of shrubs that have been offered to the trade in recent years.

Holm & Olson, St. Paul, Minn., say that *Contoneaster acutifolia* is the best hedge shrub for the Northwest on the market today, being perfectly hardy under 25 deg. and 30 deg. below zero, not showing even one-quarter of an inch of injury on the new growth. It is also an excellent berry producing shrub for planting as a shrub in borders and when it becomes known



*Contoneaster Acutifolia*—Aurora Nurseries, Aurora, Ill.

them are some of the handsomest shrubs in cultivation, and for this climate at least some of the species are perhaps the most valuable shrubs introduced by Wilson. For the embellishment of northern gardens the introduction and successful cultivation of the Chinese *Cotoneasters* rank in importance with the improvements made in Europe in recent years in the garden Lilacs, with the forms of hybrid *Philadelphus* made by Lemoine, and with the collection of American Hawthorns discovered and raised in the last sixteen years through the activities of the Arnold Arboretum. *Cotoneaster Acutifolia* is without doubt one of the most valuable members of the family for ornamental and hedge planting. Its growing range for hardiness extends well north into Canada, east of the Atlantic Coast and west of the Pacific. It is one of the few shrubs that can be grown successfully as a hedge plant throughout the cold windswept regions of Minnesota. It will stand any amount of shearing and its appearances are equally as attractive clip-

throughout the Northwest, it will be largely planted.

Peter Bisset, plant introducer, U. S., Dept. Agr., Washington, D. C., says: "*Contoneaster acutifolia* is one of the handsomest of the *Cotoneasters* and, therefore, is quite a valuable shrub for landscape work. We have no information as to its value as a hedge plant but believe that it would lend itself very readily to clipping."

E. Meyer, forester of the Minneapolis Board of Park Commissioners has handled it for the last ten years and it has not frozen back nor been attacked by insects or suffered in any other way under ordinary conditions. "Its shiny foliage and dense growth adapt it well for a hedge plant and it is coming more and more into use as such, as it becomes better known. As a shrub suitable for other landscape work, it has no superior as far as beauty of foliage and clean habit goes, in fact, we are using it to replace the common barberry, that had to be discarded to prevent wheat-rust."

on it about 4000 peach seedling trees which he says were cut to ground and grown like buds. He is offering them at 10 to 25 cents, according to the grade. I should not think he would expect any Nurseryman to buy them, or any one but a disreputable dealer who sells here this year, and somewhere else next, thus making many planters shy in patronizing reputable Nurserymen or dealers selling through agents.

W. T. HOOD.

Richmond, Va.

In a recent address at Delphi, Ind., Dr. Coulter, of Purdue University, recommended for street planting trees produced in a nursery and showed why nursery trees are better adapted for resetting. He recommended that every city should have a chief forester and that all trees along the streets should be under his care.

The American Fruits Publishing Company's slogan:

**We Aim To Give  
More Than We Promise**

Mr. and Mrs. W. C. Reed, Vincennes Nurseries, Vincennes, Ind., who are spending the winter months in California, have been the guests of Emery Albertson, formerly a well-known Nurseryman of Indiana, at Whittier, Cal., and have enjoyed a thousand miles of automobiling. They will visit San Diego, Los Angeles, Santa Barbara, San Francisco and Sacramento before returning home about March 12th.

Massachusetts Nurserymen's Association is one of the state bodies co-operating in a union meeting to discuss production, last month in Boston. The nurserymen's section was addressed by Ernest F. Coe, New Haven, Conn., and Arthur Herrington, Madison, N. J.

Geneva, N. Y., nurserymen complain of unusual damage to stock in fields by meadow mice. It is feared that the present visitation of the mole will be more disastrous than when they visited the nurseries of this section in 1902, when thousands of dollars worth of damage was done to the nurseries.



## CONGRESSIONAL HEARING

(Continued from page 31)

Following the same rules that apply in France, these areas are very limited. And while we have grown a good many apple seedlings, I think any practical nurseryman, especially in this part of the country, or outside of the extreme south and the extreme west, will say they cannot compare in quality with the apple seedlings we have imported from France in the past. The French apple seedlings and French pear seedlings give better results in the nursery, and orchardists of age and long experience say they produce more productive and longer-lived trees in the orchard.

Now we have this difficulty with regard to our apple seedlings, that while it is possible we may, with fairly satisfactory results, get along with the same quality of seedlings that we have grown in this country in the past, yet we are dependent, as this paragraph says, on foreign countries for pear seedlings. We grow some pear seedlings in this country. They are all Japanese pear seedlings. They are suitable only for a certain class of pear trees, such as the Kieffer, Garber, and other hybrids, but are not suitable for budding with the Bartlett, Seckel, Clapp's Favorite, and the class we call French pears.

And while we grow apple seedlings in this country, yet we have to import the apple seed. There is some seed gathered in Vermont from the cider mills there, but it is not satisfactory; it does not give satisfactory results. We have imported the French crab-apple seed; and the cherry and plum seeds we have largely imported from France, and they have come from northern Italy and parts of the former Austrian Empire. Our seedling supply, then, is dependent on foreign seeds, and foreign seeds are subject to control of the same people who have been and are able now on the other side to control the seedling market. So it is necessary for us to grow our own seedlings in this country, and it is necessary also for us to grow mother orchards to supply the fruit from which we will get the seeds.

This is a small amount, and you may ask, "Well, why don't the nurserymen, with this market, in which they have now a monopoly—why don't they grow these seedlings themselves, without asking for Federal aid?" But it is because that is highly technical. The expense is very great, the returns are uncertain, and it is not a safe thing to depend upon nor reasonable to ask the nurserymen to do. In almost anything else, if there is a great demand for something, a manufacturer may get out and invent something, and he makes it and sells it; but there are no such things as patents or protected trade-marks in the nursery business. The nurseryman might succeed after many years in producing some new strains of seedlings that would be very good and would be very profitable, but he could not get anything like an adequate return on his investment, and it seems very natural, it is something for which the nursery trade has to depend on the department. It is true our association represents only 400 nurserymen, but it presents a majority of the acreage and a majority of the turnover in the industry, and, as far as this item is concerned, what it purposes doing is not so much in the interest of the nursery business—because as far as that is concerned we can grow something else; we can grow coleus, geraniums, and tomato plants—but it is the future of American orchards; it is an item of food and a healthful food. It is of far more interest to the orchardists of the country and to the consumers of fruit than it is to the nurserymen.

Now, that is a short general statement of what I consider the situation and the need for this, and I shall be very glad to answer any questions you have to ask me.

The Chairman. You are asking for \$30,000 for this work?

Mr. Watson. Yes, sir.

Mr. McLaughlin of Michigan. You have told of the need and desirability of it. Can you give us some idea of how you think it would be carried on?

Mr. Watson. I think the representatives of the Department of Agriculture can answer that better than I can. The item makes it available to the Department of Agriculture. The department, in a very small way, some years ago began experiments. Dr. Taylor, for example, has some very in-

teresting pear seedlings that appear to be entirely different from anything we have seen before.

Mr. Jones. Has the request been made before, within your knowledge?

Mr. Watson. No; it never has, because the importance of it has never been so urgent or immediate before.

Mr. McLaughlin of Michigan. This item provides:

For investigating methods of propagating fruit trees, ornamental and other plants, the study of stock used in propagating such plants, the study of stock used in propagating such plants, methods of growing stocks, the establishment and maintenance of mother orchards or plantations for the purpose of providing American sources of stocks.

And so forth. Do you understand that it would be, or the course that would naturally be followed would be, that the department would acquire land for a lot of orchards throughout the country, in different climates and having different characters of soil, etc., to carry on these experiments?

Mr. Watson. Not extensively, with the idea of producing seedlings or stocks in great quantity. Certainly not orchards for producing the fruit; but sufficient to carry out these tests to produce a stock from which a start can be made in growing stocks, say, apple stocks, from layers or orchards of seedlings to produce seeds.

Mr. McLaughlin of Michigan. Are you right about that? This says for the establishment and maintenance of mother orchards or plantations for the purpose of providing American sources of stock. Now, it is not an experiment; it is not for the purpose of trying out these things and establishing the facts; it is for the purpose of supplying and providing the American sources of stock.

Mr. Watson. Would you rather have Dr. Taylor or Prof. Corbett, who will direct the work, tell you just what they propose to do and what the item means? They are here.

Mr. McLaughlin of Michigan. I expect this gentleman can tell me what they expect to be done.

Mr. Jones. He does not represent the Government.

Mr. McLaughlin of Michigan. I do not care who does it.

Mr. Rubey. What are the States doing in their fruit experimental stations along these lines? We have in a number of States fruit experiment stations. I have one in my State, in my district. They have over 100 acres. And it has occurred to me that they ought to be doing this kind of work.

Mr. Watson. I can not speak of that.

Mr. Rubey. Probably Dr. Taylor can tell us, or some member of the department. I thought you might know.

Mr. Watson. The States have been largely interested in varieties of fruits. We have been so sure of a continuance of these foreign sources of supply of seedlings that to date very little has been done in the way of producing seedlings over here; but I am sure all that has been done has been done in the department here in Washington and very largely under Dr. Taylor's direction, and particularly with regard to these pear seedlings that I mentioned.

The Chairman. Thank you, Mr. Watson. We will hear Dr. Taylor in reference to this item, now.

#### Further Statement of Dr. William A. Taylor, Chief of the Bureau of Plant Industry, Department of Agriculture

Dr. Taylor. Mr. Chairman, you may recall there was a brief discussion of this item at the Bureau of Plant Industry hearing, and at the risk of repeating some of the matter already in the transcript there I will say specifically, in response to Mr. McLaughlin's question, that this need probably will arise, namely, that of assisting nurserymen and fruit growers in establishing orchards for the production of seeds, as distinguished from fruit for eating—seed suitable for the production of these stocks. For some of these orchards it is contemplated suitable conditions will be found in areas of unforested and in certain of the eastern forest reservations; for example, where plots can be established to produce steady supplies of seeds suitable for the production of these stocks. That is merely one incident in the mother-orchard feature.

I may say at the present time one almost untested Oriental pear species, which is

promising as a stock, is being established in orchard form by a New York nursery, with a view to producing a supply of seed for the use of that nursery in the growing of pear stock of the Oriental types.

Now, this whole question, while the acute exigency is a joint result of the war and the quarantine which has been described by Mr. Watson, is considerably broader in its ultimate effect on the American orchard industry than has been indicated. As a matter of fact, we do not know as pomologists, as fruit growers, any more than the nurserymen do, that we have in use the stocks which are best adapted to the important orchard districts in this country. We are growing orchards under a tremendously wide range of soil and climatic conditions. We do know these French apple seedling stocks are not safe for the extreme north and portions of the Great Plains. We do know that in Minnesota and in the Dakotas it is necessary to get a hardier apple stock, because the trees kill out in the hard winter, perhaps after they have stood and grown thriftily for 8, 10, or 15 years. We do know in the case of the pear there are differences of congeniality between the standard fruiting varieties like the Bartlett, Seckel, and other high-quality standard sorts, and the European and Oriental types of seedlings which so far are in use in the nurseries.

The item proposes an experimental attack upon the fundamentals of this question of the adaptability of these stocks, with resulting constructive assistance to the nursery and orchard industry in the production of home-grown stocks for the future. Part of the exigency to which Mr. Watson has referred, with respect to the sources of supply of seed and of stocks from the European continent, at present is due to a very light crop of fruit in the cider apple and pear orchards of western Europe in 1917.

While investigating the agricultural conditions there in September of 1917, we found hardly a hatful of fruit on the trees of those orchards which are relied on to produce the bulk of the seed for growing these seedlings. A year of shortage like that is as likely to occur during a time of peace as it is during a time of war, and our industry ought not to be subject to a foreign-crop failure of that kind in the future. It will pinch our fruit growers this year, because there is no way of procuring substitutes for these that are satisfactory or of replacing that seed and these stocks immediately. But the proposal is, gentlemen, that we protect our country in so far as the risk of the introduction of these destructive and expensive tree and plant diseases are concerned, like the chestnut blight, the white-pine blister rust, and the citrus canker, all of which have come in on nursery stock at one time or another and on which we have spent hundreds of thousands of dollars in combating, and to now protect our country against the possibility of such introductions in the future, not merely by excluding the nursery stock which has brought them heretofore, but by assisting our nurserymen and fruit growers in developing a home supply, so it will not be necessary to take any unreasonable chances of the introduction of such diseases. I believe it can be done.

Mr. McLaughlin of Michigan. I asked a question about the meaning of this section 105. It is one thing to co-operate with the nurserymen and to make investigations; it is another thing to establish and maintain mother orchards for the purpose of providing American sources of stock. That may be a permanent proposition involving the purchase of land, the planting of orchards, and the caring for them and carrying on all the business in connection with the producing of the seeds, cuttings, etc.

Dr. Taylor. I would say that what is in the mind of the department with regard to the work to be done under this language, Mr. McLaughlin, does not involve the purchase of land or the establishing of orchards other than possibly small orchards on Government-owned lands, such as in the eastern forest reserves, where there may be land suitable and merely requiring the planting under favorable fruiting conditions; because the thing which will be essential in this provision of seed will be regularity of production, and no purchase of land or the establishing of Government-owned orchards, other than might be incidental to the plant production gardens already established or

(Continued on page 38)

## Trade Conditions

**N**URSERYMEN should be especially interested in what is said in the daily press and in the agricultural press regarding matters relating directly to the Nursery Trade. The following article appeared in the Rochester Post Express, in the heart of the Western New York nursery and orchard section, one of the most important horticultural sections in the country. It seems to be a fair statement of conditions and was doubtless based upon an interview with a prominent and well-posted Nurseryman. It followed closely, in the time of its publication, the dates of the January, 1920, annual meeting of one of the largest organizations of planters of Nursery Stock, the recently reorganized New York State Horticultural Society. Our readers can use their judgment anew, upon reading this article as to the prospects for the near future:

Nursery stock has reached a new high level in price. Probably not before since pioneer days, when the Yankee settlers from the New England states invaded the Genesee valley; planted apple seeds, and laboriously brought their orchards to bearing in what is now the greatest apple district of the entire country, have apple trees fit for setting brought the fancy prices of today. What is true of apples, is true of cherry, pear and peach stock.

Today, standard apple trees, two years old, three-fourths to seven-eighths of an inch in diameter, are selling at \$75 a hundred trees, or as apparent 75 cents a piece. Five years ago, the same grade of trees were selling at 10 cents apiece. There are two or three main reasons for this unprecedented jump. Apple trees like merchandise and commodities in general have shared, the natural advance incident to soaring war prices, but this would only account for something like 100 per cent increase whereas the jump is more than 700 per cent.

### High Price of French Seedlings

Overhead prices, general costs of operating a nursery and raising the trees have sharply increased, but this accounts for a relatively small part of it. Probably the initial boost is given to prices by the fact that French seedlings on which the various varieties are budded or grafted, have advanced from as low as \$25 a thousand to \$240 a thousand, the present price. This, as apparent, makes the young apple tree before it is ever set in the nursery row for later maturing, cost the nurseryman 24 cents apiece. He must run the risk of it dying outright, developing aphids, furnishing food for meadow moles in the winter, along with other accidents and incidents that may stop short the career of the embryo apple tree before it actually stands in an orchard row.

While American seedlings have been raised, long experience shows there is nothing else that approaches the young crab apple stocks started in France. Of course, the war upset the industry there and the number that may be obtained even at the long price of 24 cents apiece is now very limited.

### Surplus of Stock Five Years Old

Five years ago there was a great surplus of nursery stock, apples particularly. Tens of thousands of apple trees got oversize as a result. Instead of being sold at two years old, when conditions are ideal for transplanting they grew on to four and even five years old, a total loss to the nurseryman; the brush pile and not the orchard was the end.

Many nursery men were forced to the wall and out of business as a result. Nurseries all through the Central New York district gave way to other land ventures. A few continued and today, the limited amount of stock which they have to offer is bringing the fancy prices indicated. It is a harvest for the few who have stuck, and under the law of supply and demand, which runs the gamut from over-supply to over-demand in every cycle, it is now the opportunity for over-price, just as five years ago it was under-price.

### Under-supply of Cherry Trees

Fifteen to 20-cents used to buy a good cherry tree. Any of the standard sour

varieties like English Morello, Early Richmond, Montmorency sold at that price. Today in hundred lots, they cost 80 cents apiece from the nurseryman. What has been said of the apple, in large part, applies to the cherry, at least to the extent that there is an under-supply and almost any price can be obtained. The same is true of pears. Bartletts, Buerre de Anjou, Bosc, Clairgeau, Sheldon, Winter Nellis, Kieffer, Tyson, Seckel and all the other familiar standard varieties to be found in the big pear orchards of the Western New York district, are quoted at \$80 a hundred by the nurserymen.

Five years ago, tiptop peach trees, with the nurseryman almost willing to guarantee every tree to live, sold as low as 8 cents apiece. Today the peach orchardist can find a limited number offered at 60 cents apiece, and he can take his own risk on the costly stock. It costs a pretty penny today to set out an orchard of Elbertas, Rochesters, Crawfords, Carmen, Champions or any of the other standard late or early varieties.

### The Effect Problematical

What will be the immediate effect of all this fruit men are guessing. In the case of apples, it will undoubtedly have the effect of greatly curtailing the number and size of young orchards set. This to some extent, may be a benefit, for in the judgment of a good many experienced orchard men, planting had rather outrun demand.

The fear has been for the last five years that Western New York along with the Virginia section, the apple district of Southern Pennsylvania, Maryland, not to mention the numerous sections in the Middle West and Far West, was becoming over-set, with the prospective supply outrunning the prospective demand. It has been a much-discussed problem at horticultural meetings, whether or not to set apple orchards. Whatever the discussion based on the general prospects was, the real decision has now been made; there will be mighty few apple orchards set in Western New York and other fruit districts with trees selling at 75 cents apiece.

It is a fair guess that by the time prices of nursery stock work down to a reasonable level, the need for general resumption of orchard planting will have developed. Particularly, will this be the case, because the winter of 1916-17, with its extreme cold killed outright thousands of apple trees, many of them already coming into bearing, in the Western New York district.

### As to Peach Trees

Probably the most serious aspect of it all, is in the case of peaches. If the peach belt of Western New York is to be maintained, then tens of thousands of young trees must be set out within the next year or two. The fact is that nearly that number must be set each year just as ordinary maintenance, due to the fact that the peach tree is short-lived and ordinarily ten years is about the limit of bearing, in exceptional cases perhaps slightly more.

But it is a fair assumption that at least one-twelfth of the peach orchards of this territory should be replaced each year, or the equivalent area, by young trees, if the present acreage is to be maintained. But with peach trees costing 60 cents apiece, no one has any idea of planting heavily, particularly with the crop a failure, practically for the last two years, and the prospect that it will be very light in 1920.

### Thousand of Trees Killed

Further, thousands of trees were killed outright by the severe weather in the winter of 1916-17. Many of these have never been replaced.

It is a conservative estimate, that close to one-tenth of the present peach area should be replanted at once to offset the aged orchards and those killed outright two years ago. There is no chance of this setting being made for several years to come. In point of acreage and total crop, which in 1916 reached a little more than 6,500 cars in this district, Western New York has probably reached its peak for some time to come, so fruit men say. However, in point of price, the forecast is for higher prices, due to an increasing demand and a lessening supply, at least for five years to come.

Reforestation in the United States received a considerable impetus in the step taken by the state of Pennsylvania which planted more than 3,000,000 trees in 1919.

## WANT ADVERTISEMENTS

**WANTED**—Middle aged Man as Nursery Foreman, who understands budding of fruit and roses; can handle help and teams. We have a good opening for the right party.

Please reply, stating age, experience, salary expected, etc.

C. R. BURR & CO., Manchester, Conn.

## Commercial Orchard Planting

Nurserymen are entering this field with marked success. Government reports show that prospect is for a demand in the next five or ten years far in excess of probable supply of apple and other fruit. To one who has capital and desires to enter this field it is suggested that correspondence be entered into with G. L. M., this office.

**WANTED** Young man to start a nursery for us; mostly ornamental and evergreens. State experience and references. Small wage and interest in business to right man.

Address A. L.,

P. O. Box 124 ROCHESTER, N. Y.

## To Develop Grape Vine Industry

An experienced nurseryman would like to consider co-operation with business man seeking investment of capital in a field offering unusual opportunity in the above line, a field not now even at the beginning of development, which is practical

Address L. B. this Office

## WANTED-A Nursery Foreman

Must have extensive knowledge of ornamental varieties and be able to handle men. Good salary to start and good future. State age, single or married, nationality, creed and experience. Give reference as to ability, experience and character. Send photo if possible.

FRAMINGHAM NURSERIES,  
FRAMINGHAM, MASS.

## WANTED—Married man who understands growing ornamental nursery stock.

Also, married man for propagating ornamental nursery stock. Opportunity for advancement in either position. State age, experience, salary expected, etc. in first letter. Address A. M., care of The American Nurseryman, Rochester, N. Y. P. O. Box 124

## WANTED—Several first-class experienced Nursery Workmen

State age, single or married, nationality, creed and experience. Give reference as to ability, experience and character. Send photo if possible. Good wages to start and opportunity to advance. FRAMINGHAM NURSERIES, Framingham, Mass.

## WANTED—A Nursery Foreman

who understands growing fruit trees and a general line of Nursery Stock. State experience and salary wanted.

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YALEVILLE, CONN.

## SITUATION WANTED

As Manager or Superintendent by man with ability to take full charge of ornamental nursery where growing of landscape material is a specialty; wide experience and a thorough up-to-date knowledge of all branches of the business. Reference, Address A. R., "American Nurseryman," Box 124, Rochester, N. Y.

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## CONGRESSIONAL HEARING

(Continued from page 36)

suitable places that could be found on the forest reserves, is contemplated.

Mr. Anderson. It strikes me that one of the things to be avoided here is the establishment of a sort of governmental agency on which everybody is going to depend for certain fundamental seed stocks. If the Government is going to undertake this proposition and gives everybody to understand it is going to do it, we very soon will find ourselves in the position of a worse shortage than we have now.

Dr. Taylor. That is not at all in the mind of the department workers who have the matter in hand. What probably will result will be this: As in the case I have already cited, as soon as a variety or strain is demonstrated to be suitable, to fit the climatic and soil requirements of an important orchard region, speaking of fruit-tree stocks, commercial concerns will take hold and provide their own supply in order to have it just as this New York concern is now doing with this recently introduced oriental pear stock. It would, I think, be entirely out of the question (so far as my personal opinion is concerned, it would be inadvisable) for the Government to undertake to provide these supplies required by the nurserymen; and I do not think the nurserymen would welcome that, knowing what their competitive feeling is with respect to each other.

Mr. McLaughlin of Michigan. It was inadvisable to draft the section as it is drafted, was it not, because it would permit that and directly call for it?

Dr. Taylor. It is possible this wording might be construed as we have not construed it, as a source of commercial supply, but that was not our intention.

Mr. McLaughlin of Michigan. This says: The establishment and maintenance of mother orchards or plantations for the purpose of providing American sources of stocks.

Dr. Taylor. As I have stated, what we had in mind there was these small nuclei of production.

Mr. Tinscher. Doctor, as I understand you, with this \$30,000 appropriated, there would be six new officers created as enumerated at the bottom of page 99.

Dr. Taylor. The estimate is that there will be six people required.

Mr. Tinscher. That will be six new men going to work for the Government.

Dr. Taylor. Yes, sir.

Mr. Tinscher. Then the size of this appropriation for next year would depend upon the efficiency of these men, and like any Government investigating branch that would probably grow according to their efficiency in their lines; is that right?

Dr. Taylor. Subject to determination by Congress.

Mr. Tinscher. And we may reasonably expect if the propagators are up to snuff that by 1925 we will be called upon for \$500,000 on this item if history repeats itself with reference to other items in this department.

Dr. Taylor. Certainly not, unless the results of the work shall so convince you gentlemen that you feel compelled to appropriate that amount of money for it.

Mr. Anderson. This is spoken of as an emergency proposition, yet I predict that it is not the meaning of the department that it is an emergency proposition in the sense of being temporary.

Dr. Taylor. No, sir. The emergency feature of this is the parting of the ways which we face, as Mr. Watson has indicated, with respect to our supplies of propagating stocks.

Mr. Anderson. It would be in contemplation by the department, I take it, that if the amount which is now suggested is going to be anything like adequate when the proposition is developed, I assume that you are going to proceed rather slowly. You will begin, probably, only investigational lines. You will not need very many men on that?

Dr. Taylor. Yes, sir.

Mr. Anderson. But if you ever take up this proposition of establishing those nuclei, as you call them, the proposition is going to be very much, very much larger than it is indicated now?

Dr. Taylor. Not necessarily, I think, Mr. Anderson. It would not be in our minds that that would be true. I do not understand that the nursery trade would be in-

clined to leave to the Government the production and, therefore, the control of these essential materials after the way is blazed out so that they know how to proceed.

Mr. Anderson. I think the committee are really entitled to a fairly reasonably prospect of what is going to be expected to do in the future in a new item of this sort. I do not think it is quite fair to the committee to start out with an appropriation of \$30,000 if it is reasonably contemplated that that item is going to be very much enlarged without telling us so.

Dr. Taylor. I do not think it is. I have no reason to expect that this item would develop commercial features or develop a large expenditure any more than the fairly comparable items in the Bureau of Plant Industry with respect to lines of crop work, except in cases where control of epidemics has become necessary.

Mr. Anderson. You are going to establish a number of orchards. In our experience that means buildings for the equipment, buildings for the animals, buildings for the employees, buildings for the superintendent, and everything of that sort. That has been the history of the establishment of these things from the very beginning. If that is what is going to be done in the future, we want to know it. So far as I am concerned, if I thought this was a good proposition, I would not be deterred by the amount of money necessary to do it. I want to know in advance, if I may, what we are going to be expected to do if we start this thing.

Dr. Taylor. Possibly the reference to orchards has given it an aspect of magnitude which is undue. Such orchards or plantations would consist merely of trees planted and given the ordinary cultural treatment, including harvesting the crop and not requiring continuous experimentation, such as we do find necessary in plot work. That work would be done, part of it, at Arlington Farm, part of it at the garden at Chico, Calif., already established and already equipped with buildings under conditions suitable.

Mr. Anderson. I understand that part of it.

Dr. Taylor. We do not contemplate the establishing of separate stations involving the erection of buildings or the purchase of land in connection with this work.

Mr. Anderson. You do not contemplate it, but you ought to, if I have a correct view of the proposition in my own mind. As I understand, what you propose to do is after you have experimentally established the value of the stock you propose to go ahead and grow that in sufficient quantity, at least, and furnish it to a considerable number of the nurserymen over the country for propagation by them.

Dr. Taylor. Yes; to give them a start.

Mr. Anderson. That is not a very small undertaking, considering the magnitude of the industry and variety of conditions under which this stuff must be grown. Consequently, I take it that these orchards which you are going to establish out in the various reserves somewhere will not be so small but that they will have to have men working out there, and our experience has been when you put men out in the forest reserves they cannot live in tents. They have to be housed and everything of that sort. I do not believe you could properly start a proposition of this kind and carry it out with any such appropriation as you propose here in the beginning of it, that you will get anywhere on the major plan.

Dr. Taylor. It is our judgment that we can.

Mr. Anderson. Your judgment is probably better than mine.

Dr. Taylor. It is our expectation that we will if this appropriation is available.

Mr. Anderson. I am willing to say this much, that I think your bureau gets about as much done with its little money as any of them.

Dr. Taylor. Thank you, sir. We endeavor to get full value for every cent that we spend on the public work.

Mr. McLaughlin of Nebraska. I am like Mr. Anderson, Dr. Taylor; I hesitate to even make a suggestion to you as to how you should carry on your work, but it occurred to me that if you take these forest areas and cultivate them and grow these trees and different kinds of stock and those places may be found suitable localities for growing it, unless the Government goes into those

places on a large scale, it will be necessary for the private interests to acquire similar lands and to do their work under similar conditions. Why should it not be better to co-operate with the nurseries already established and to assist and advise them in this kind of work where their plants are located and their locations may be found suitable under such methods as you would find proper and then they could do their own work on their own plants, and not be dependent upon the Government nor would it be necessary for them to acquire great areas away off in that far western country to carry on their work.

Dr. Taylor. That goes without saying in our minds, Mr. McLaughlin, that there will be co-operation, as there is now, with every feature that we have under way that touches this problem at all. We must probably face this situation, that many of the nurseries are located in territory which is not good fruit-growing territory. It is excellent propagating territory but not good orchard territory, so that in so far as seed supply is concerned any plan for the future must rest on certainty of annual production of crops of seed. That is one incident in this. Just as soon, for example, as a stock in our tests develops promise, our idea is to place that with the nurserymen for commercial test and just as quickly as it is demonstrated that it is commercially practicable turn it loose, and we feel that they will take care of it. We do not anticipate that this is going to develop any great paternalistic activity which will do things for the nurserymen which they properly should do for themselves, but that it shall, in the interests of the fruit industry and of the general public in its use of ornamentals point the way which the commercial interests can safely follow.

Mr. McLaughlin of Michigan. Suppose it is developed in these areas that you select that the work can be profitably carried on. The nurserymen, however, each one having his own plant, would not acquire property out there and go into business out there until he was satisfied that his own location was unsuitable. He would want to have it determined that his own property was not suitable before he would give up his location or acquire property elsewhere for that purpose. Is that true?

Dr. Taylor. In general, he knows whether apples, for example, are a regular crop where his nursery is. Many of the best nurseries are located where apples do not bear regularly because of untimely spring frosts, yet the growing season conditions and soil are admirably suited to the growth of nursery stock. Of course, it is a very complicated question—one of the most complicated in plant production—because it involves very intensive horticultural activity and involves heavy expenditures per acre of land.

Mr. Jones. This is a new item.

Dr. Taylor. Yes, sir.

Mr. Jones. Has the department ever made request for this before?

Dr. Taylor. No, sir.

Mr. Jones. What condition has arisen that justifies it at this particular time under stress of these times when no new appropriation are to be made?

Dr. Taylor. A realization of this fact, that so long as we rely upon the bringing in of nursery material from foreign countries we risk the bringing in of destructive plant diseases.

Mr. Jones. But you brought them in last year, did you not?

Dr. Taylor. No, sir. Diseases have come in the past that we are now fighting. Congress authorized quarantines against such stock as is likely to bring disease.

Mr. Jones. Yes; I appreciate that.

Dr. Taylor. On which the quarantine was laid and is in effect.

Mr. Jones. Is there any other appropriation so these things would be taken care of?

Dr. Taylor. No, sir; not under the investigational items having to do with this feature. It is a new item; it is a constructive forward-looking item brought forward now because we face this particular emergency and we feel it should be dealt with squarely and effectively.

Mr. Rubey. Are the state experiment stations doing anything along this line?

Dr. Taylor. The state of California is doing some work on stocks for citrus fruits which they have in recent years found to be a very important thing that has been

(Concluded on page 42)

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## Cost Accounting

The following business-like discussion of an important trade feature is commended to our readers. It is from the Horticultural Advertiser, of England:

There can be no doubt that one of the greatest benefits which could be conferred upon the Trade would be a sound and systematic (1) Nursery and (2) Seed Costing Method. Unreliable and inaccurate estimates of costs are responsible for nearly all price-cutting and unfair competition, fallacious price reductions or other short-sighted concessions to customers, the continuance of unprofitable lines; the dissipation of profits in waste and uneconomic ways of working, as well as individual bankruptcies. These facts are recognized in all the greater industries throughout the world.

The time has arrived when they must be recognized in Horticulture. Nowadays margins of profit in most lines of trade are much narrower than formerly, and when the present artificial "boom" in trade, created by the War, is followed by the inevitable slump, profit margins are likely to be much narrower still. Therefore the necessity for the most efficient management and clean analysis of business working is more obvious than ever before.

### WHAT COSTING MEANS

Now the business term "Cost" means the total all expenses (direct and indirect) incurred in the production of a given article. (It is the small and indirect expenses, which the unscientific nurseryman forgets or ignores, that leads him to price-cutting—he thinks he is making a profit when he is not.) A Cost System means a methodical systematized way of discovering costs as opposed to guessing. It means a certain amount of routine work necessitating some clerical work and the keeping of forms, etc., but it will pay for itself a hundred times over. There ought to be free interchange of these costing systems between nursery firms all over the country, with the ultimate object of evolving a perfect costing system applicable to the trade. This suggestion need cause no alarm, for it does not imply letting a trade rival into trade secrets or the financial conditions of a business. In other trades this is being done; and the best accounting brains in the country are producing a "Cost System" which shall provide, not only for the determination of the amount of each element of cost properly chargeable to each operation, but also for a method of book-keeping which shows at all times the true financial condition of the business, and renders possible complete monthly statements of conditions as well as financial and working operations.

### ESSENTIALS OF A PROPER SYSTEM

(1) The first element of Cost is Material—and material includes both direct and indirect. (The very paper and string with which you wrap up your sold product should be included.) (2) The second is Labour—productive or non-productive. (3) Overhead expense is the expense of all kinds connected with the business, none of which can be located as belonging to a particular job, e. g., salaries, office expenses, discounts on sales, bad debts, bad work, etc. (4) Fixed working charges include Rent, Rates, Taxes, Heat, Light, Water and Depreciation. (These are practically fixed, since the nurseryman or seedman has nothing to do with their increase or decrease.) (5) Variable Working Charges, which include repairs and supplies. These should be distributed in a fair manner, which will vary with special conditions existing in a particular business; but they should never be forgotten. (6) Interest. This will come in where materials have to be stored for long periods while a seasonable process is being completed, or for other reasons.

The essentials of a Costing System are simplicity, accuracy and elasticity. Simplicity implies ease in operation and economy in clerical work; accuracy is obviously essential; and elasticity insures its being readily adaptable to fluctuating conditions of trade or to other businesses.

In such seasonable business as the Nursery and Seed Trades it is unquestionably true that in some months items of expense occur which are not properly chargeable against the cost for the month. Such costs should be averaged over a period long enough to include dull and productive seasons. Overhead expenses should be distributed to job costs where practically all the labour is by hand, on the standard of "man hour" basis, i. e., total hours divided into total overhead expenses gives a rate per hour which multiplied by hours spent on a job, gives the amount of overhead expense chargeable to that particular job.

This outline of a Costing System ought to be sufficient to show the Trade that its application even to the nursery branch is both practical and expedient. A definite standardised costing system evolved and approved by its Trade Association has been of immense benefit and met with instant acceptance in more complex trades, and therefore there seems no valid reason why it should not be done in the Horticultural Trade. That the evolution of such a system needs much personal sacrifice of time and thought to the general good of the Trade is true, but the H. T. A.'s work of stabilizing prices and eliminating price-cutting can never be entirely effective in my opinion, until the individual firms and businesses composing it understand Costing.

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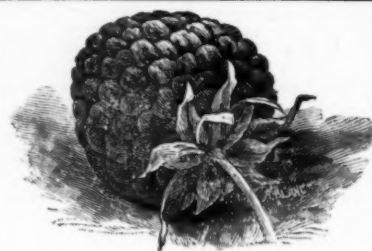
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Juniperus Virginiana	4-6	3.50	15.00
"	6-8	3.25	20.00
"	8-10	3.50	25.00
Larix Europea	6-10	3.25	17.50
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"	12-18	2.25	18.00
"	12-18	2.75	22.50
Abies Douglasii	10-12	2.00	15.00
"	12-18	2.50	20.00
"	18-24	3.00	25.00
Juniperus Virginiana	6-10	1.75	12.00
"	10-12	2.25	18.00
"	12-18	2.50	20.00
"	18-24	3.50	30.00
"	24-36	4.00	50.00
Picea Canadensis	6-10	2.00	15.00
"	10-12	2.50	20.00
"	12-18	3.25	27.00
"	18-24	4.00	35.00

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"	12-18	3.50	30.00	
Picea Excelsa	10-12	1.50	10.00	
"	12-18	1.75	14.00	
"	18-24	2.25	20.00	
Picea Pungens	6-10	2.50	20.00	
"	10-12	3.00	25.00	
"	12-18	4.50	40.00	
Pinus Austriaca	6-10	2.25	12.00	
"	10-12	2.75	18.00	
"	12-18	3.25	22.50	
"	18-24	4.00	30.00	
Pinus Banksiana	12-18	2.00	12.00	
"	18-24	2.75	18.00	
"	24-36	3.25	22.50	
Pinus Flexilis	10-12	2.50	15.00	
Pinus Mugho	8-10	3.00	18.50	
"	10-12	3.50	23.50	
"	12-18	4.00	28.50	
Pinus Ponderosa	6-10	1.75	9.00	
"	10-12	2.00	12.00	
"	12-18	2.50	15.00	
Pinus Strobus	12-18	2.25	13.00	
"	18-24	2.75	18.50	
"	24-36	4.50	35.00	
Pinus Sylvestris	12-18	2.50	15.00	
"	18-24	3.00	20.00	
Thuja Occidentalis	8-10	1.25	8.00	
"	10-12	1.50	10.00	
"	12-18	1.75	12.00	
"	18-24	2.25	18.00	
"	24-36	3.00	20.00	
"	Compacta	12-18	5.00	40.00
"	Lutea	10-12	6.00	50.00

WRITE FOR COMPLETE TRADE LIST

## The D. Hill Nursery Co., Inc.

Evergreen Specialists

Largest Growers in America

DUNDEE, ILLINOIS

Box 402

Net Cash. First order from all firms not having an account with us should be accompanied by full cash remittance, which earns 3 per cent discount and boxing free. To customers of approved credit or who supply satisfactory reference, 30 Days net. C. O. D. Orders will be shipped promptly when 1-4 cash is sent to insure acceptance at destination.

### TERMS:

Patents for Plants—Ella Grant Wilson proposes, in the Florists' Exchange:

"To secure a patent, any new variety should be endorsed by a committee appointed by the national organizations such as, for seeds, the American Seed Association. Flowers and plants, to be endorsed and certified by the S. A. F. and its associated societies, such as the American Rose Society, for Roses; the American Carnation Society, for Carnations; the Chrysanthemum Society of America, for Chrysanthemums; the American Gladiolus Society for Gladiolus; the American Dahlia Society, for Dahlias. The novelty so endorsed to be recommended to the Department of Agriculture, and a patent recommended to be issued by the Patent Office or a Bureau to be organized for this purpose. \* \* \* That there are difficulties to be overcome, no one who is conversant with the situation in the past 40 years will deny, but I think the moment has come to 'put this over'."

G. Hale Harrison, Berlin, Md., has been elected vice-president of the Peninsular Horticultural Society.

The marriage of Elizabeth, daughter of James M. Pitkin and wife, Newark, N. Y., to George Rhoades Van Duser is announced.

W. L. Killian, of W. L. Killian & Sons, Newton, N. C., died January 3.

## Surplus Berry Plants

Strong and Heavy Rooted. Guaranteed true to name.

Herbert Raspberry Suckers  
Herbert Raspberry Transplants  
St. Regis Raspberry Transplants  
Superb Everbearing Strawberry  
Progressive Everbearing Strawberry

BERT BAKER, Hoosick Falls, N. Y.

## FOR QUICK DISPOSAL

The following HIGH GRADE NURSERY STOCK

STILL IN FIELD

MAKE US YOUR BEST OFFER

Quan.	Size	Quan.	Size
100 Akebia Quinata	3 yrs.	200 Philadelphus Cor. Aurea	15-18 in.
200 Amelanchier Vulgaris	2-3 ft.	900 " Coranorlus	3-4 ft.
600 Ampelopsis Engelmanni	3 yrs.	600 " Grandiflora	3-4 ft.
500 " Quinquifolia	3 yrs.	100 " Gordonianus	3-4 ft.
100 Berberis Illicifolia	1 1/2 ft.	75 " L. Avalanche	2-3 ft.
1000 " Thunbergii	2-2 1/2 ft.	75 " L. Erectus	2-3 ft.
1500 " " "	1 1/2-2 ft.	75 " L. Mont Blanc	3-4 ft.
400 Bignonia Radicans	3 yrs.	100 " Speciosum	3-4 ft.
300 Calycanthus Floridus	2-3 ft.	250 " " "	4-5 ft.
50 Ceanothus Americanus	1 1/2-2 ft.	200 Ribes Aureum	3-4 ft.
50 Corylus Americana	3-3 1/2 ft.	200 Rhodotypos Kerrioides	2-3 ft.
150 Deutzia Lemoinel	2-2 1/2 ft.	600 Rhus Cotinus	3-4 ft.
300 " Gracilis	2-2 1/2 ft.	1000 Sambucus Nigra Aurea	3-4 ft.
500 " Pride of Rochester	3-4 ft.	500 " " "	4-5 ft.
200 Eleagnus Longipes	1 1/2-2 ft.	500 " Canadensis	3-4 ft.
500 Forsythia Fortunii	3-4 ft.	500 Spirea Arguta	3-4 ft.
500 " Intermedia	3-4 ft.	200 " Collosa Alba	1 1/2-2 ft.
500 " Suspensa	3-4 ft.	500 " " "	1 1/2-2 ft.
500 " Viridissima	3-4 ft.	500 " Billardi	3-4 ft.
200 Kerria Japonica Fl. Pl.	2-3 ft.	4000 " Van Houttei	2-4 ft.
200 " " Single	2-3 ft.	700 " Opulifolia Aurea	4-5 ft.
150 " Argentina	1 1/2-2 ft.	500 Syringa Vulgaris	3-4 ft.
500 Ligustrum Vulgaris	3-4 ft.	700 " Alba	3-4 ft.
8000 " Oval (Cal. Privet)	3-4 ft.	100 " Rothomagensis	2-3 ft.
200 Lonicera Bella Albida	3-4 ft.	2000 Symphoricarpos Racemosus	3-4 ft.
1000 " Fragrantissima	3-4 ft.	200 " Vulgaris	3-4 ft.
200 " " "	4-5 ft.	200 Tamarix Africana	4-5 ft.
200 " Grandiflora	3-4 ft.	500 " " "	2-3 ft.
300 " Morrowi	3-4 ft.	200 Viburnum Casinoides	2-3 ft.
300 " Ruprechtiana	3-4 ft.	500 " Lantana	2-3 ft.
900 " Tartarica	3-4 ft.	250 " Opulus	2-3 ft.
200 " Alba	3-4 ft.	800 " " "	2-3 ft.
300 " Halliana Jap.	3 yrs.	400 " Sterilis	3-4 ft.
150 " Sempervirens	3 yrs.	300 " Tomentosum	2-3 ft.
75 Myrica Cerifera	1 1/2 ft.	300 Wisteria Sinensis	3 yrs.
		150 " Multijuga	3 yrs.

## THOMANN & LOTHIAN

812 No. Goodman Street  
ROCHESTER, N. Y.



## LITERATURE

A revised edition of Prof. Bailey's Nursery Book has just been issued by the Macmillan Co., New York: Cloth; pp. 456; post-paid by American Fruits Pubg. Co., Rochester, N. Y., for \$2.65.

The new volume is entitled "The Nursery Manual" and it is all that the name implies. It should be in the library of every Nurseryman. Needless to say it is the highest and latest authority on the propagation of plants. Fully illustrated. Prof. Bailey's Nursery-Book was first published in 1891. For about thirty years it has been a standard work on the propagation of plants, by means of seeds, layers, cuttings, buds, grafts and otherwise. The present work is the twenty-second edition of it, rewritten and all made new, and transferred to the set of small one-volume cyclopedias known as The Rural Manuals. It contains an extended alphabetic list of plants with full indications under each one for propagation. It also includes an illustrated account of the main diseases and insects of nursery stock, invaluable to the commercial grower.

### Publicity On the Coast

The following letter is self-explanatory:  
Mrs. R. D. Day,

Pres't Pacific Coast Association of  
Nurserymen,  
Spokane, Wash.

Dear Mrs. Day: Herewith please find enclosed letter from the advertising agency regarding which we have had some correspondence, and from which you will see that they make a very good offer to get the publicity work started for the nurserymen. Of course, we realize that some of the nurserymen will argue that because stock is short on many lines and they will be unable to furnish stock to some of their customers that this is no time to start an advertising campaign. But we do not agree with this attitude, as if the nurserymen are ever going to put the nursery business on a similar basis to that of every successful modern business, they will have to make a beginning in publicity work. Even if we have to tell customers that we cannot, for instance, furnish any cherry trees until next year, or possibly some other lines of stock for two or three years yet it will have the effect of making these customers appreciate the fact that nursery stock does not grow wild in the woods and that all that is necessary is to go out and dig it up, but that it takes time, intelligence, money, etc., to produce good stock. It is not surprising that people should have gained the impression that the production of nursery stock does not involve a very great expenditure either of time, thought or labor, judging from the prices at which the nurserymen have been offering their wares in years past. If the nursery business is to be taken out of the ranks of a haphazard, hit-or-miss, bargain counter sort of enterprise and conducted along modern lines it will be necessary for the nurserymen to charge a fair price for the best stock that can be produced, plus a sufficient fund for educational and publicity work and market development and also for making constant improvements in quality, the same as the automobile, typewriting, talking machine and other lines of business. The least price that a one year old tree should be sold should be \$1, and a two year old tree \$1.50, and small fruits, evergreens, etc., in proportion. This will leave the nurseryman a fair margin for his investment and work and provide a fund for educational and publicity purposes.

Trusting that you will be able to get the Pacific Coast Association of Nurserymen fairly launched on a progressive, enterprising publicity campaign in the near future, we remain, with best wishes for the new year,

Yours very truly,

MITCHELL NURSERY CO.,  
M. G. Mitchell, Secy.

Tacoma, Wash., Jan. 6, 1920.

Prof. W. L. Howard, pomologist at the University of California Farm, at Davis, Cal., has resigned to take charge of experiment station work in the Santa Clara Valley.

### British Fruit Tree Prices

A writer in the Horticultural Advertiser, England, says:

"It is only natural that prices for fruit trees should be ruling high just now, but that figures such as were bid for trees at the recent auction sale at Rainham would ever be obtained, is past reasonable anticipation. They border on panic prices paid by people who have done well in their fruit sales during the past few years, and who are anxious to obtain supplies irrespective of cost.

"Here are some of the prices paid by buyers, who have to take the trees as they stand in the ground, dig and cart the trees at their own expense. Half-standard Apples made up to 4/9 each, there being 20 to 25 in a lot, the average price being about 4/-. Standard Apples averaged 10/- per tree; Allington Pippin fetching 11/6, Gladstone 12/6, Newton Wonder, 13/- per tree. Standard Cherry Trees, with same number in a lot (25), average price 5/- each.

"Standard Plums commenced at an average price 7/6, but advanced later in the catalogue to 19/- (for Victorias) per tree!!! The price fetched for plum fruit during the past season would doubtless explain somewhat the reason for a big demand; also the silver-leaf has caused much stock to be destroyed, but 19/- per tree is beyond the understanding of a nurseryman!

The much-abused (in the past) Standard Pear, averaged 10/- per tree; but some made as much as 12/6 and 14/- each.

"Black Currants made up to 48/- per 100, in lots of 500, although less known varieties were sold as low as 31/- 100.

"One might well ask what effect such prices will have on our trade, and a little reflection must convince one that the effect cannot be productive of good. It will be an unhealthy incentive for people to dabble in raising small quantities of young trees, not to the advantage of themselves, as it seldom pays small growers to work their own trees, such being invariably of inferior quality, and it will cause a reaction on prices.

"Some old hands will remember the old adage of 'not following the good market,' yet it will, nevertheless, have a tendency to cause a glut of trees in due course.

"In striking contrast to the prices quoted above one cannot be unimpressed by the moderate prices and the figures quoted for fruit trees by some of the more old-fashioned firms of nurserymen, for their increase in prices only just cover the bare extra working expenses of today. Not that many of them can book orders now, for they sold out before a spade was put into the ground. Neither can it be said as a rule that pre-war quality is being delivered, and this cannot be expected, for our nurseries were badly starved for labour for several years, and with insufficient and at times inefficient labour, the results are certain.

"It is up to every retailer to explain this to his customers. Pre-war quality is not to be had. Those who do not take the trouble to explain it, simply ask for trouble, for the average retail buyer will not understand it otherwise; indeed, I have been surprised to notice that there are members of our own trade who are either too hide-bound or else so unpractical as to be surprised when trees have not been delivered up to pre-war standard; the average tree being delivering today is not only less well handled, but 50 per cent smaller.

"It is no comfort to observe in passing that next year they will be smaller still, but this is by the way."

Fred P. Rouillard, Fresno, Cal., horticultural commissioner says: "The general quality of nursery stock this year is very good. The inspections show that so far climatic and cultural conditions this year have been excellent for plants. The body of the plants appear well formed and also free from pests."

Nearly 82,000 deciduous fruit trees have been ordered for planting in the Porterville, California district this spring.

When writing to advertisers just mention **American Nurseryman.**

The American Fruits Publishing Company's slogan:

**We Aim To Give  
More Than We Promise**

### Obituary

Roscoe G. Chase

The death of Roscoe G. Chase, aged 82 years, one of the prominent business men of Geneva, N. Y., and one of the widely known nurserymen of the country, occurred January 16 after an illness that confined him to his home for over a year. Mr. Chase is the last of the old group of nurserymen who made Geneva famous as a center for the growing of fruit and ornamental trees. Besides being a successful business man Mr. Chase took an active part in public affairs and the administration of the charitable institutions of the city.

Mr. Chase was born in the town of Buckfield, Oxford county, Maine, and was the second child and oldest son of Thomas and Esther Chase. His early life was spent on his father's farm and in attending the schools in the vicinity. When the Civil war broke out he enlisted in November, 1862, as a private in one of the Maine regiments. He then went to California where he taught school for a time and in 1864 returned to Maine.

Prior to this time, or in 1853, his father, Thomas Chase, had engaged in growing and dealing in nursery stock in connection with his general farming. In connection with his brothers, George H. and Howard A., Mr. Chase worked in his father's nurseries and developed a sufficient taste for the business to make it his life's work. After the death of Mr. Chase's father the business was conducted by the three brothers. Even at that early date Geneva had become famous as a section devoted to the growing of nursery stock. From time to time R. G. Chase made business trips to Geneva and he was so impressed with the fertile terraces that he induced the other brothers in 1872 to transfer their combined interests from the rather sterile soil of Maine to Geneva. The result was the establishment of an extensive nursery business which still continues under the name of the Chase Nurseries.

Mr. Chase was prominent in educational, hospital and financial circles. He is survived by two brothers, Howard A. Chase, Philadelphia, and Homer N. Chase, Auburn, Me.

### CONGRESSIONAL HEARING

(Continued from page 38)

neglected. No other state, so far as I know, is at work upon it.

Mr. Rubey. Is it not possible for the states to make these experimental stations and do this work?

Dr. Taylor. Of course, quite a little of this can be done in co-operation with those stations, but no state has a sufficient nursery investment or a sufficient degree of control to encourage it to go forward. That seems to be the reason.

Mr. Rubey. Do you know how many fruit experimental stations are maintained by the respective states?

Dr. Taylor. Distinctly, as fruit experimental stations, I think only Missouri and California.

Congressman Hudspeth, of Texas, has introduced a bill in the House of Representatives to amend the Federal Plant Quarantine Act of August 20, 1912, so as to provide and include that all expenses connected with the fumigation of importations, in cases where the same are required to be fumigated, be borne and paid by the United States government.

President U. P. Hedrick, of Geneva, N. Y., presided at the annual meeting of the New York State Horticultural Society in Rochester, N. Y., last month. Nearly 1200 persons were present. Six hundred new memberships were recorded on the first day. There was a large exhibit of orchard appliances. The program of addresses was, as usual, of a high order.

A. W. Newson has sold the Oak Lawn Nursery, Huntsville, Alabama, to James Fraser.

Funds for the completion of "Riverside Park," to extend from Congress avenue to West avenue, between West First street and the north bank of the Colorado river, will be included in the 1920 budget for Austin, Tex.

Say you saw it in **AMERICAN NURSERYMAN**

**HEIKES - HUNTSVILLE - TREES**

**SHRUBS  
SHADE TREES  
EVERGREENS**

Good Assortment. Excellent Quality. All our own growing.  
Trade list now ready. Ask for your copy.

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HUNTSVILLE, ALA.

**Vincennes Nurseries**

W. C. REED & SON, Prop., VINCENNES, IND.

Sold out on Pear, Plum and Cherry  
Have limited number of Peach and Apple  
to offer in light grades

**Raspberries and Blackberries**

WRITE FOR PRICES

Grafted Hardy Northern Pecans

**Seedling Pecans****TO THE TRADE ONLY**

We offer a general assortment of Nursery stock, and Nursery supplies, including—  
A few thousand Vrooman **FRANQUETTE** and **MAYETTE** Walnuts, both grafted and seedlings from grafted trees, and **ITALIAN** or **SPANISH** Chestnut

**Portland Wholesale Nursery Co.**

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**TWICE-A-MONTH****Nursery Trade Publicity**

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**NURSERY TRADE BULLETIN**

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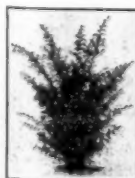
**A BILLION DOLLAR INDUSTRY**

**T**HE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nursery of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of **THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE**.

Keep **NURSERY TRADE BULLETIN** date in mind—15th of each month.



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Natural Habit

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**HARDY PRIVET**  
(L. Ibeta x Ovalifolium)

Now sent out for the first time. Inquire for further information. One year field grown plants, \$5.00 each. Summer rooted, frame grown, \$3.00 each; delivery right away.

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Introducers of BOX-BARBERRY, well rooted summer frame cuttings—  
\$85.00 per 1000.

**New Haven,**  
**Conn.**



Ibolium Privet  
When Trimmed

Chief Exponent of the American Nursery Trade

**The American Nurseryman**

National Journal of Commercial Horticulture

AMERICAN FRUITS PUBLISHING COMPANY, Inc.,  
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Subscription Rates:—\$1.50 per yr.; 3 yrs. for \$3.50.  
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"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

**O**NE CAN only act in the light of present knowledge. Until you knew of the existence of such a Nursery Trade Journal as the **AMERICAN NURSERYMAN** you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

**Quercus palustris** (Pin Oak)  
**Fraxinus americana**

(White Ash)

**Populus nigra fastigiata**

(Lombardy Poplar)

**Ulmus monumental**

(Cornish Elm)

Ask for our prices before ordering

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Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novelties, etc. Paper free on receipt of \$1.00, covering cost of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trade.

Established 1898

A. & C. PEARSON, Loddham, Nottingham, Eng.



- - - The - - -

# American Association of Nurserymen

ORGANIZED 1875

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**A Co-operative Organization of Four Hundred Nursery firms  
associated for mutual benefit.**

## Our aims and purposes :

To improve conditions in the Trade wherever improvement is needed;

To make business between Members profitable and pleasant through observance of the ethics of fair competition;

To bring the Nurserymen and the Planters into closer relations and secure a better understanding of the problems of each;

To disseminate accurate information about Trees and Plants and to encourage and assist in their more general and more profitable use;

To Advertise the Association in connection with our Publicity Campaign, so that the buying public can know what the Association is and what it stands for; to recommend its Members to planters as logical and dependable sources of supply; to get orders for our Members and to see that they are filled according to the Association's stated policy of fair-dealing.

To assist Members to avoid bad debts with reliable Credit Information;

To Collect Accounts for Members;

To Collect Freight and Express Overcharges and to advise Members regarding any Transportation problem, through Mr. Charles Sizemore, Traffic Manager;

To adjust all disputed accounts between Members through our Arbitration Committee;

To see that the rights and interests of our Members are carefully watched and protected by our Legislative Committee.

To secure a more accurate and complete Code of Standardized Plant Names through the work of our Committee on Nomenclature;

To do all and anything that will add to the prestige and standing of the American Association of Nurserymen and make the business of its members more profitable and, as representative of the Nursery industry, to advance the trade in public esteem.

While not inviting membership, our doors are hospitably open to all reputable nursery firms who approve of our platform and care to stand with us.

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